



# STATE FAIR OF TEXAS

OCT.

11-26

AT DALLAS

## Show Window *of the* Great Southwest



*Let's Smash All Attendance Records on  
DALLAS DAY, Tuesday, October 14*



### DALLAS

*Official Publication of the  
Chamber of Commerce, Dallas, Texas*

**Vol. 3    Oct. 1924    No. 10**

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Address inquiries to the Secretary

DALLAS SCHOOL OF COMMERCE  
Southern Methodist University

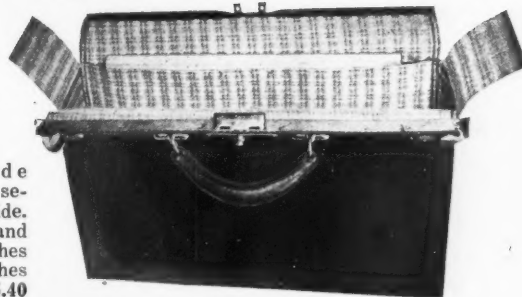
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No. 26. Five oz. Brown Walrus, flap lined with sheepskin, completely fitted with six pockets. Substantial lock, round handle.  
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Dallas  
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INTERURBAN BUILDING

## Jottings From Joe Leopold's Notebook

**A**N interesting work is that of Joseph F. Leopold, manager of the Southern Central Division of the United States Chamber of Commerce, with headquarters in the Chamber of Commerce Building, Dallas. While the division covers twelve States, the past month most of his travels happened to be in the Dallas trade territory, visiting various Chambers of Commerce, seeing what local and district problems are and where his organization can be of service. Here are some of his impressions:

"On Sept. 8 I visited the Chamber of Commerce at Shreveport, La., of which W. N. Blanton is secretary, and spoke before their brand new Junior Chamber. It is organized as a part of the Senior Chamber, with one of the assistant managers as secretary. Most interesting in their whole make-up is the fact that they have limitations in their constitution which will not permit the Juniors to consider any question finally without referring it to their Senior board.

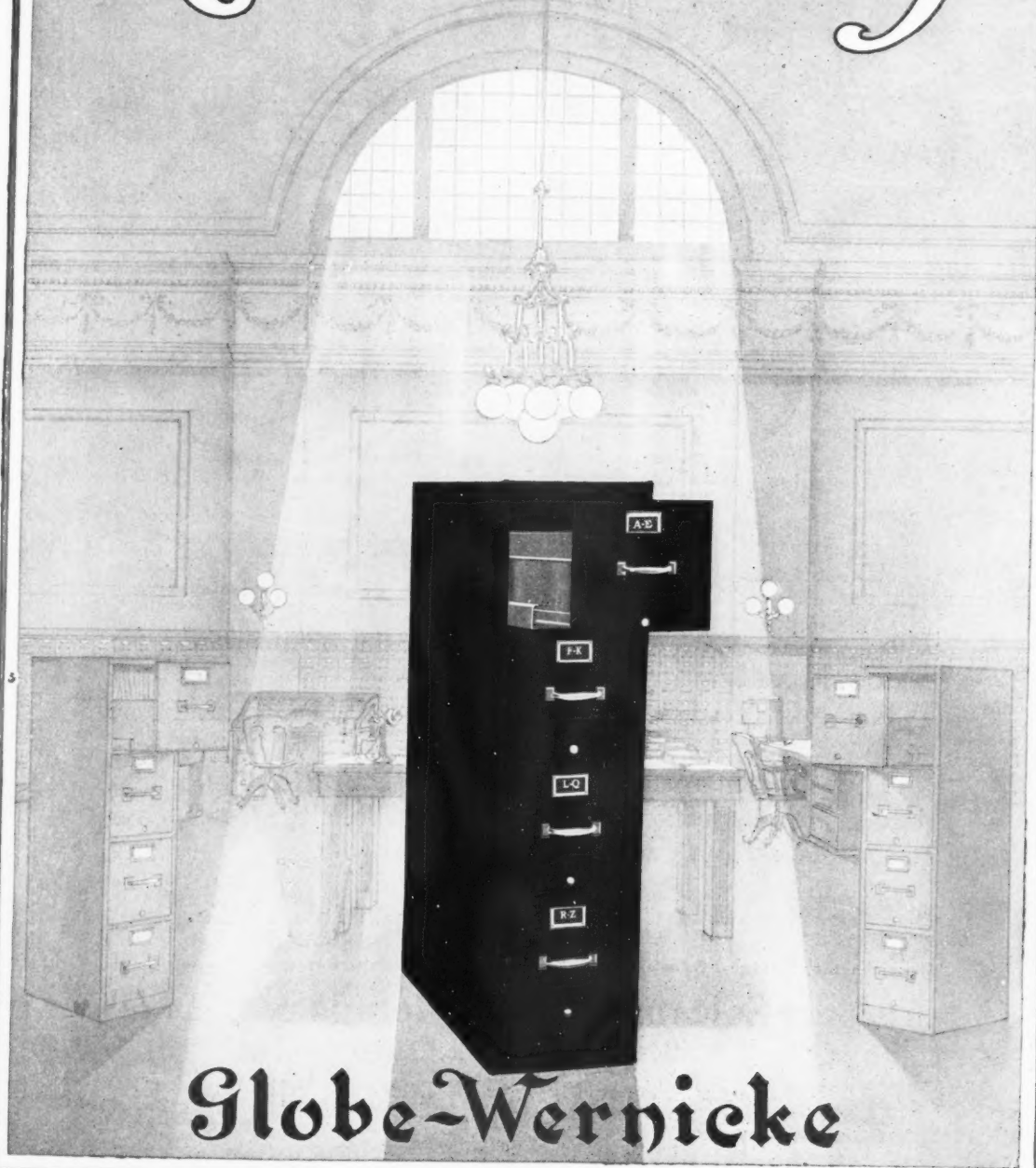
"I addressed a banquet session of the Chamber of Commerce at Jefferson, Texas, on Sept. 15. Ed J. Novak is the manager and, I think, is one of the best in the State and is good enough to be managing a Chamber in any town of 50,000. Jefferson was once the biggest city in Texas, but railroads supplanted river navigation. Jefferson is active and I see a good future for the town.

"On Sept. 20 and the Sunday following I was in El Paso, where I addressed a banquet session and district meeting of the West Texas Chamber of Commerce. D. A. Bandeen is manager of the El Paso Chamber. Their International Exposition under way at El Paso at the time was a decided success, with Governors from Texas, New Mexico and Arizona and four contiguous Mexican States present. The Fair is strictly a Chamber project, is a paying proposition financially and otherwise and bears promise of becoming an even bigger exposition. The El Paso Valley is about the most fertile spot I have seen in any of my travels. Much cotton will make two bales to the acre. Business is fine and everybody optimistic. The Elephant Butte Dam, which now supplies water for irrigating the valley, is going to have a competitor of similar size soon, if plans mature.

"On Sept. 24 I attended a meeting of Panhandle secretaries, at Amarillo, with a few others from Oklahoma and New Mexico. This was in connection with the Tri-State Exposition there. The Exposition is a success financially and in every other way and has been handled by the Board of City Development, of which O. V. Vernon is manager. John Boswell, manager of the Plainview Chamber of Commerce, was in charge of the Secretaries' meeting and about 60 were in attendance. Boswell personally superintended the preparation of the Hale County exhibit at the Exposition. They took the blue ribbon, but I understand this is a habit with that South Plains county."



# Quality



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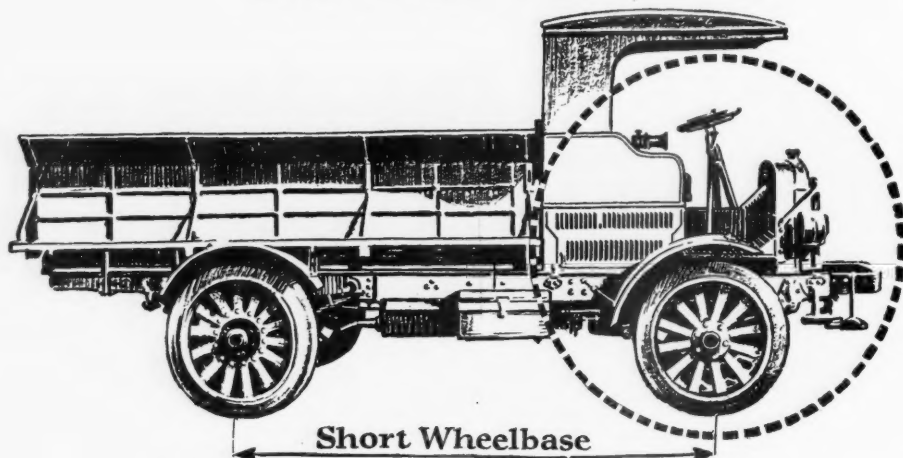
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gas and electric trucks

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# DALLAS



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Volume 3

OCTOBER, 1924

No. 10

## Community Chest to be Filled November 5-12

**A**CTIVE work on the second campaign of the Dallas Community Chest has been going on for several weeks and every detail will be in readiness for the week of November 5-12, when Dallas will again systematically raise funds for the financing of 31 local philanthropic or charitable agencies over the succeeding twelve months.

C. E. Calder, who handled the campaign last year, following the organization of the Dallas Community Chest, under the auspices of the Chamber of Commerce and participating organizations, will again direct the work. Under him will be practically all the able team officers and teammates who functioned so efficiently last year. John Doctoroff has drawn a picture that is to be used as the emblem in the campaign this year. It is of a woman kneeling on a chest; draperies falling over her figure, with outstretched arms, and on her face is a pleading expression which says: "I have done my best; I am at the end of my row; won't you help?" Just above her head appears in large letters the simple but sufficient word, "Please!"

There is no need to elaborate on the merits of the Community Chest and its campaign. Dallas has a certain number of welfare agencies to finance each year, as has every "city with a soul." The record of the Community Chest in hundreds of cities where it has been in operation for a number of years, as well as the record in Dallas the past year, shows that this is the most satisfactory, most efficient method. Aside from combining thirty-one drives in one, the plan follows through the year, guaranteeing careful supervision of every dollar expended. Also one of the greatest goods accomplished by the Community Chest here has been the close relationship and co-operation it has brought about between the different agencies affected.

The quota for this year's campaign may be announced by the press by the time this magazine reaches its readers. Following is a list of the thirty-one agencies that will be supported through the Community Chest campaign the coming year:

### List of Agencies

**B**OY Scouts of America (Dallas Council), Camp Dallas, Camp Fire Girls, Camp Sterling Price (Confederate Veterans), Civic Federation, Community Improvement Association (colored), Disabled Veterans of World

War, Dallas Child Guidance Clinic, Dallas County Humane Society, Dallas Graduate Nurses Baby Camp, Dallas Street and Newsboys Club, Dallas Kindergarten and Nursery Association, Dallas Tuberculosis Association, Empty Stocking Crusade, Garrett Children's Memorial Home, Girls' Protective Association, Girl Scouts, Girls' Recreation Camp (City Federation of Women's Clubs), Health Center Dallas Council of Mothers, Home Makers' Industrial School (colored), Hope Cottage Association, Infants' Welfare and Milk Association, Recreation Camp for Orphan Children (Salesmanship Club) Camp, Texas Howard Association, The Salvation Army, The United Charities, United Spanish War Veterans, United Daughters of the Confederacy (Cemetery Work), Veterans of Foreign Wars, Young Men's Christian Association and the Young Women's Christian Association.

## Many Dallasites Plan to Go to Memphis Meet

An even larger attendance at the Memphis meeting of the South Central Division of the United States Chamber of Commerce than was present at the mid-year convention at New Orleans last year, is expected by Joseph F. Leopold, manager of the South Central Division, with headquarters in the Chamber of Commerce Building, Dallas. The convention at Memphis will be held Nov. 19-20 and a large delegation from Dallas is expected to entrain for the Tennessee city. Dallas led in attendance at the New Orleans meeting. A number of the leading officials of the United States Chamber of Commerce, with which the Dallas Chamber is affiliated, will speak at the session. Further information as to the program will be carried in the November issue of "Dallas."

## Says Texas Destined to Grow Bulk of Cotton Crop

Texas is destined to produce the bulk of cotton grown in the United States, with North Carolina running second, it is predicted in an article in the September 13th issue of the Saturday Evening Post by Alfred Pearce Dennes, European representative of the U. S. Department of Commerce. The article explains that cotton growing is being more and more concentrated in the States of Texas and North Carolina because the boll weevil finds life hard in the dry regions of Northwest Texas and the highlands of North Carolina, where cold winters would kill hibernating beetles.

## Sixth Interurban for Dallas Now Operating

**D**ISTANCE between Dallas and Denton and intermediate towns is now measured by minutes instead of miles, with the completion of the electrification of the Katy Railroad by the Texas Interurban Railway, giving Dallas its sixth electric interurban. Interurban service began Oct. 1, and on the preceding day the interurban company was the host to some 230 Dallas citizens who were taken in special cars over the route. Stops were made at Farmers Branch, Carrollton, Lewisville, Garza, and Denton. At Farmers Branch, J. T. Johnston made the address of welcome and the response for Dallas was made by Joe E. Lawther. At Carrollton, where 2,000 were assembled, a parade was led by Fred McJunkin and refreshments served by Carrollton ladies. Dr. E. W. Burnett welcomed the Dallas party and Tom Finty, Jr., responded. At Lewisville, B. F. Tunnell, president of the Chamber of Commerce, presided, and introduced Rev. M. H. Cowling, whose address was followed by one from O. S. Boggess, president of the Dallas Wholesale Merchants' Association.

At Garza, where the Callahan Construction Company has started work on the new \$5,000,000 water supply project of Dallas, Dr. D. G. Taylor made the welcoming address and the response was given by Mayor Louis Blaylock. Another parade was staged by Fred McJunkin at Denton, where the Dallasites were welcomed in an address by Will C. Edwards, president of the Denton Chamber of Commerce, and R. L. Marquis extended welcome on behalf of the educational institutions of the city. George Waverley Briggs, vice-president of the Dallas Chamber of Commerce, responded, and talks were also made by Mayor Blaylock and City Attorney James J. Collins. Addresses of the Dallasites were arranged by President T. M. Cullum, who made the introductions. At the conclusion of the ceremonies, Fred H. Minor of Denton presented a four-foot floral horseshoe as the gift of Denton to Richard Meriwether, vice-president and general manager of the Texas Interurban Railway. Garza citizens presented mammoth watermelons to Mayor Blaylock, Mr. Meriwether and Mr. Cullum.

The new line covers 38.66 miles. The track of the Katy Railroad is used all the way with the exception of the approaches to Dallas and Denton. There will be hourly service, with one hour and forty minutes required for the trip.



# Dallas Has \$3,000,000 Church



NEW SUNDAY SCHOOL BUILDING. FIRST BAPTIST CHURCH

This sketch of the new Sunday School Building of the First Baptist Church, at St. Paul and San Jacinto Sts. and Patterson Ave., adjoining on the east the main church building, which is being completely remodeled. Permit for the construction of the Sunday School Building has been granted to the Christy-Dolph Construction Company, the building unfurnished costing \$400,000.00. R. H. Hunt & Co. are the architects. It will be 7 stories, with basement, and will care for 5,000 Sunday school pupils. It is said this will be one of the largest Sunday school buildings in the Nation.



NE of Dallas' proudest claims is its high rank as a city of churches and schools, and of course what this would indicate: A high moral, religious, social and cultural atmosphere. In the last issue of "Dallas" an article was devoted to the educational facilities of the city. As to churches, Dallas has nearly 200 congregations, representing more than a score of denominations or creeds, the majority of whom have their own buildings.

Membership in Dallas churches is around 125,000. A survey made recently indicated that Dallas ranks at the top in the number of business men identified with churches, and also in the amount of contributions by business men to churches.

The greatest church building movement in the history of Dallas is now under way. Capacity of some of the larger churches is being doubled and new churches are being built. Nearly \$3,000,000 is represented by the program of church construction or additions under way in Dallas.

## Large New Churches

THE First Methodist Episcopal Church, South, Ross Avenue and Harwood St., is one of the larger new churches under construction. Some

of the data on this church is shown underneath a picture of it on the next page.

The First Baptist Church is greatly increasing the capacity of its auditorium and adding a 6-story Sunday school building, work on both improvements being well under way. Further data on this church is shown under the cut carried in this issue.

The East Dallas Christian Church, Peak and Junius Streets, has a \$325,000 addition under way.

The Tyler Street Methodist Church at Tenth and Polk Streets is being completed. The cost of building and equipment will be in excess of \$275,000. The auditorium will seat 2,500.

Grace Methodist Church, Haskell Avenue and Junius Street, is increasing the capacity of its auditorium to 1,000 persons and its Sunday school capacity to 1,600.

Central Christian Church, St. Paul and Patterson, is completing extensive remodeling and enlarging of its building.

Plans have been finished for a new building for the Exposition Park Presbyterian Church, which will cost around \$40,000 and will have an auditorium with a seating capacity of 600.

The Munger Place Methodist Church is to have a new \$75,000 church building with an auditorium seating 1,000 and a \$75,000 Sunday school room.

The Calvary Baptist Church at Tenth and Brighton is to have a new \$75,000 home, to be followed by an educational building as soon as the auditorium is completed.

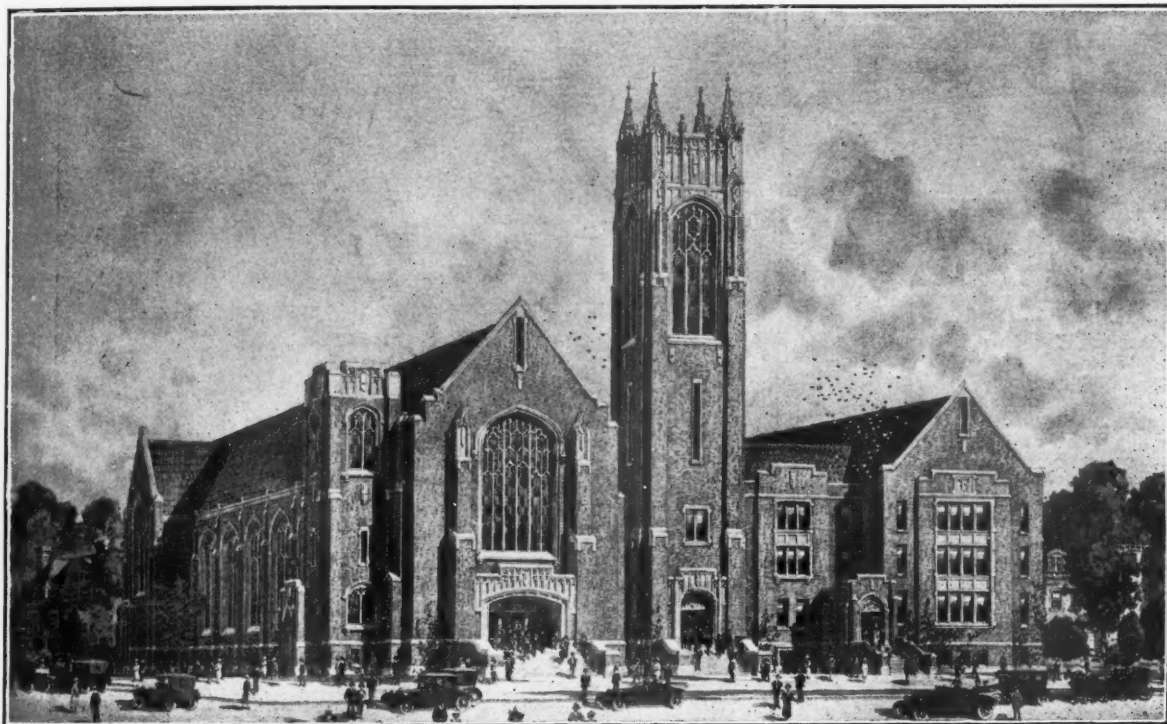
The Westminster Presbyterian Church will have a \$22,000 Sunday school building. The Church of Christ, at Pearl and Bryan Streets, will have a new home costing \$40,000. The West Dallas Baptist Church is completing a new brick veneer home. The Winnetka Congregational Church is still another to have a new home.

## State Denominational Headquarters

THESE are but some of the many church projects under way in Dallas. Dallas is State headquarters for several of the leading denominations, and is the publication point for several important religious papers. Dallas ministers and churches cooperate closely with the Chamber of Commerce and business interests in all matters of mutual interest, looking to a bigger and better city. Lack of space prevents showing views of



# Building Program Under Way



NEW HOME OF FIRST METHODIST EPISCOPAL CHURCH, SOUTH

R. H. Hunt & Co. are the architects and the Bellows-Maclay Construction Company the contractors for the new First Methodist Episcopal Church, South, under construction at Ross Avenue and Harwood Street. The \$700,000 structure is to be completed by September, 1925. The building will be 240x169 feet. The seating capacity of the main auditorium will be 2,000. A connected building for the Sunday school departments will accommodate 3,000. The exterior is of Gothic design, finished in a warm brownish brick, with Bedford stone trimmings. The structure will be one of the Nation's finest churches.

many of the splendid church edifices in Dallas, which rank well with those of many cities of greater size. A number of these church plants are highly modern, institutional in character, and are greatly admired by visitors.

## Fire Prevention Week Oct. 5-11

Fire Prevention Week is now being observed throughout the Nation, with October 9 officially designated by President Coolidge as Fire Prevention Day. Fire Prevention Day is annually observed on October 9 commemorating the Chicago fire of 1871 which, starting on that day, killed 200 persons and resulted in a loss of \$190,000,000 worth of property. The object of Fire Prevention Week is to impress upon the community at large the necessity of conserving life and the resources of the Nation by preventing fires. It is reported that 15,000 American lives and property valued at \$500,000,000 were lost in fires during 1923.

## An Excellent Series of Community Fairs

The Dallas County Community Fairs were featured this year both by better exhibits and larger attendance than on previous years, showing the hold they are taking on the public interest. The Agricultural Department of the Chamber of Commerce co-operates with the local committees in the holding of these fairs. Not only do they make for improved agriculture and rural life in Dallas County, but this year, more than ever before, there has been a tendency toward each of the towns in the circuit sending delegations to every one of the fairs, thus making for closer acquaintance and better understanding between the larger towns of the county.

Dallas, also, sent delegations to the various fairs, these made up largely of former residents of the respective towns, but with business men likewise included. The fair circuit began at Garland Aug. 29-30, and the following towns followed with fair dates on each succeeding Friday and Saturday in the order named: Richardson, Grand Prairie, Mesquite, Lancaster

and Carrollton. John H. Cullum was chairman of the Dallas party going to Garland; Murray Fisher, Richardson; Dan Harston, Grand Prairie; R. A. Vineyard, Mesquite; John Allen Rawlins, Lancaster, and J. C. Davis was chairman of the Dallas party attending the Carrollton Fair.

## \$1,000 For State Song

That the romance of Texas history and the glory of her achievements may be enshrined in the memory of man throughout the ages, Governor Pat Neff has offered a prize of \$1,000 to the composer of the song deemed by a committee to best serve the purpose desired. All songs must be sent to the Governor's office not later than December 1, 1924. The prize is to be payable only upon the acceptance of the song by the committee and its later adoption as a Texas State song by the Legislature that meets in January, 1925. It would be a high honor for Dallas if some Dallasite should win this prize.

## World Flyers Visit City

DALLAS, principal city of a section that only a few scores of years ago was settled by pioneers, had the honor and pleasure of entertaining, on Sept. 19, America's latest pioneers, the Round-the-World Flyers. Love Field was the only stop scheduled by the aviators for Texas, with the exception of El Paso, and fully 10,000 were out at the flying field to see them land, while Dallas' office buildings and industries were deserted for the few moments that they graciously skimmed over the downtown district. Throngs were out at Love Field the next morning, also, to bid them bon voyage on the few remaining legs of their 25,000-mile trip around the globe.

Following a conference by Mayor Louis Blaylock and President T. M. Cullum of the Chamber of Commerce, it was decided that the Military Affairs Committee of the Chamber of Commerce, Dr. John O. McReynolds, chairman, would handle all details of the reception and entertainment. Thomas J. Moroney was grand marshal at Love Field and S. C. Coon and Byron Good were in charge of subcommittees handling matters at the field in connection with the coming of the flyers and escort planes from various Southwestern fields. A banquet was tendered the flyers at the Adolphus Hotel, with Edgar L. Flippen in charge, and this was followed by a theater party at the Majestic Theater. R. B. Ellifritz, of the Adolphus, furnished the World Flyers and their mechanics rooms complimentary, and the Majestic furnished 72 box seats complimentary.

Dr. McReynolds presided at the banquet. An address of welcome was made by Mayor Blaylock. An address of appreciation of the daring and perseverance that has characterized the blazing of the first air trail around the world was made by Geo. Waverley Briggs, following which he presented each of the six men, on behalf of Dallas, with a \$100 Liberty Bond enclosed in a gold-mounted wallet. Lieutenant Leslie P. Arnold responded for the flyers, briefly thanking the city and its people for their reception and modestly giving some of the impressions of the party upon their return to America. Colonel C. C. Culver of Fort Sam Houston, air officer for the Eighth Corps Area, expressed the thanks of the Air Service for the reception given to the squadron.

The personnel of the World Flyers is too well known to need elaboration: the Chicago, Lieut. Lowell Smith, pilot and flight commander, and Lieut. Arnold, mechanic; the New Orleans, Lieut. Eric Nelson, pilot, Lieut. John Harding, Jr., mechanic; the Boston II, piloted by Lieut. Leigh Wade, with Lieut. Harry H. Ogles, mechanic.

Heartiest appreciation was extended by Chairman McReynolds and the Military Affairs Committee to the Dallas firms and individuals contributing to the fund for the entertainment program.

## New Highland Park City Hall and Community House to be formally Opened in October



## Fair Will Remind You of These Texas Facts

WHEN you visit the State Fair you will be witnessing the products of the Nation's greatest agricultural State and a State famous in various other lines of production. The Chamber of Commerce would appreciate its members making themselves known when they visit the various county exhibits. Let the exhibitors see that Dallas values their attendance and is interested in their counties and exhibits. Herewith are some facts about Texas, many of which will be strongly exemplified at the World's Greatest Fair:

Area, 262,398 square miles; population, more than 5,000,000.

Has 254 counties and 168,000,000 acres of land area.

Contains 436,000 farms with an average acreage per farm of 261.5.

East to west—Texarkana to El Paso, by rail, 828 miles and from north to south—Texline to Brownsville, 965 miles.

Produced 4,290,000 of the 10,000,-

000 bales of cotton raised in the United States in 1923; money from one cotton crop would purchase nation's annual production of iron ore, copper, lead, zinc, gold and silver.

Cattle production, 1923: Beef, 4,-666,000; dairy, 1,062,000; sheep, 2,-862,000; wool output, value, \$9,500,000.

Produced 1,001,000 horses and 889,000 mules; 2,203,000 hogs; 1,665,000 goats with mohair production valued at \$2,800,000.

Raised 18,953,000 fowls with an egg output of 65,000,000 dozen and a total valuation of poultry and products of \$38,000,900; had 232,000 hives of bees which produced 5,000,000 pounds of honey.

Variety of soil belts almost as great as that of the United States itself; produces most varied grain crops of any State; has 25 billion board feet of pine and 10 to 12 billion board feet of hardwood lumber standing; is third among the States in oil production; has 40 active coal and lignite mines; produces 2,000,000 barrels of cement annually, and more than half the sulphur supply of the country.

## Commercial Executives to Have Special Day at State Fair

A SPECIAL day for Chamber of Commerce managers, secretaries and other department heads throughout Texas has been named at the State Fair. This will be Saturday, Oct. 18, which also is "All-College Day," "Traveling Men's Day," the date of the University of Texas-S. M. U. football game, and the special day of several other organizations. It is believed that this date will witness more Chamber executives in Dallas than have ever attended the Fair on any special day. The visiting executives will be guests of the Dallas Chamber of Commerce at luncheon at the Adolphus.

A calendar of special days at the Fair, recently announced by the State Fair Association, is as follows, although other special days probably will be announced before this magazine reaches its readers:

Saturday, Oct. 11—A. & M. College Day, Press Day.

Monday, Oct. 13—Manufacturers and Wholesale Merchants.

Tuesday, Oct. 14—Dallas Day, Elks, Texas Druggists, Texas Beekeepers, Epworth League.

Wednesday, Oct. 15—Cattlemen, Hunt County, Texas Swine Breeders, Texas Baby Chick Association, Fine Arts.

Thursday, Oct. 16—West Texas Chamber of Commerce, Texas Jersey Cattle Club, Collin County Pure-Bred Live Stock Association, Oil Men, Texas Realtors' Association.

Friday, Oct. 17—Children's Day, High School Day.

Saturday, Oct. 18—"All-College Day," University of Texas Day, Traveling Men, Poultry Men, Texas Commercial Executives, Texas Congress of Mothers.

## Let's Break Records on Dallas Day

In an effort to have 250,000 or more persons pass through the gates at Fair Park on Tuesday, Oct. 14, which is DALLAS DAY at the State Fair, the Chamber of Commerce has named a committee with C. J. Crampton as chairman. Mr. Crampton's committee will have general supervision of all efforts to achieve our goal, various business men's and other clubs co-operating in the movement.

Let Dallas, the home of the Fair, which has done so much for our city and the entire Southwest, make the day set apart for our city witness the largest daily attendance. Let's close up shop and join as one big family in celebrating the growth and prosperity of our city and the Southwest. It is the earnest desire of the officers and directors of the Chamber that there be a general closing of wholesale, retail and other business establishments.

T. M. CULLUM,  
President, Dallas Chamber of Commerce.

Sunday, Oct. 19—"Tell Me This Club," International Day, Veterans' Day, First Texas Cavalry, U. S. V., Spanish-American War Veterans.

Monday, Oct. 20—Ginners, G. A. R. and Women's Relief Corps.

Tuesday, Oct. 21—Confederate Day, Holstein Breeders, Mozart Choral Club.

Wednesday, Oct. 22—Texas League of Municipalities.

Thursday, Oct. 23—Clarendon Day, Parker County Day.

Friday, Oct. 24—R. O. T. C. Day, Texas Kennel Club Day.

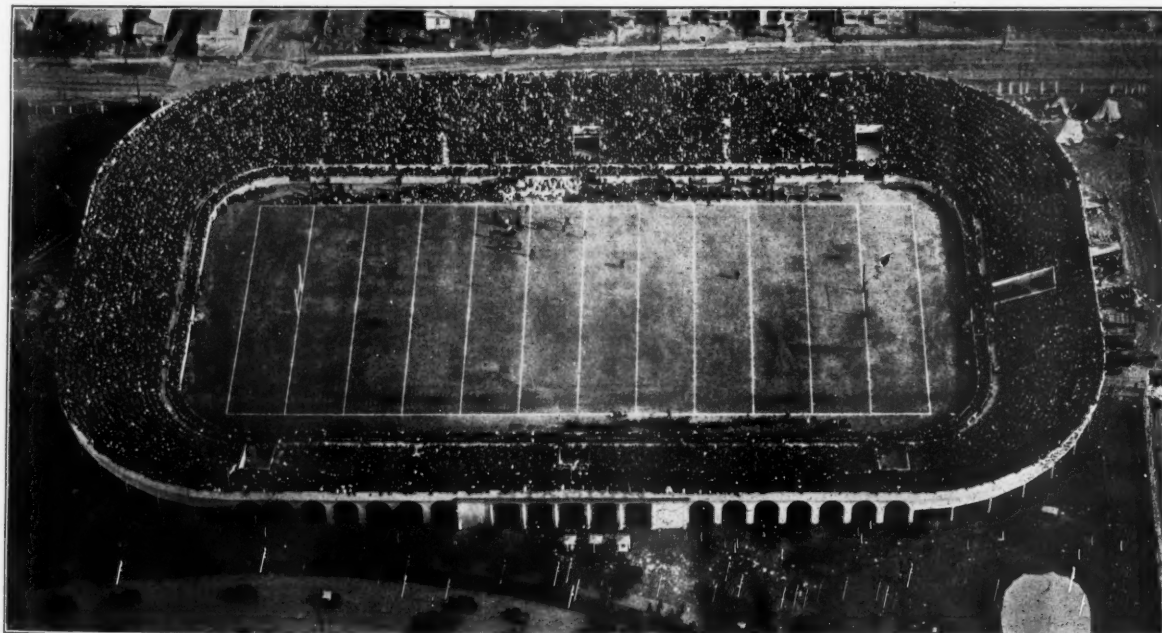
Saturday, Oct. 25—S. M. U. Day, Fun Fest Night.

Sunday, Oct. 26—Closing Day.

## Past Presidents, State Fair of Texas

J. B. Simpson .....	1886
Jas. Moroney .....	1887, 1906, 1907
J. S. Armstrong .....	1888, 1890
Henry Exall .....	1889
W. C. Connor .....	1891
Jules E. Schneider .....	1892
John N. Simpson .....	1893, 1919
Alex Sanger .....	1894
J. T. Trezevant .....	1895-96
L. M. Knepfly .....	1897
W. H. Gaston .....	1898-1903
C. A. Keating .....	1904-05
E. J. Kiest .....	1908-09-10-11-20-21
J. J. Eckford .....	1912-13
W. I. Yopp .....	1914-15
R. E. L. Knight .....	1916-17-18
Harry Olmsted .....	1922-23-24

## Where Southwest Gridiron Classics Will Be Held



(c) Fairchild Aerial Camera Corp.

Airplane view of 15,000 witnessing University of Texas defeat Vanderbilt on Stadium Gridiron, at Fair Park, Dallas—the Athletic Center of the Southwest.



## Conventions To Be Held in Dallas in the Near Future

**Q**UITE a number of conventions during October, as well as the State Fair of Texas, will bring many thousands of visitors to Dallas during the month. November also will witness a crowded city, with such large conventions as the American Dental Association, with its seven affiliated conventions, the Texas General Baptist Convention and the Scottish Rite Reunion and Hella Temple Shrine ceremonial.

Dallas has received wonderful publicity throughout the world through dental publications as a result of the American Dental Association. The committee from the Dallas County Dental Society handling arrangements for the convention is as follows: Dr. A. L. Frew, general chairman; A. L. Nygard, chairman committee on clinics; Bush Jones, chairman committee on exhibits; J. J. Simmons, chairman committee on publicity; J. G. Fife, secretary and treasurer Texas State Dental Society; Harrison B. Cave, chairman committee on entertainment; W. P. Delafield, chairman committee on public health exhibits; G. Waller Staples, chairman committee on information, and Allen N. Kearby, chairman committee on halls and hotels.

The convention of the Texas Association of Chiefs of Police and City Marshals, which will meet in Dallas next fall, is one of the most important conventions recently announced for Dallas. The Convention Department of the Dallas Chamber has invitations in the hands of the executive committees of a number of associations who are to decide where the 1925 gatherings of their bodies will be held. There are shown in this article a number of the 1925 conventions for Dallas. A large number of associations will decide during January as to their 1925 convention cities. The completion of the new auditorium at the State Fair grounds will be a great assistance in securing large gatherings.

### Convention Schedule

(October)

Texas Swine Breeders' Association, Oct. 15.  
Texas Baby Chick Association, Oct. 15-16.  
Regional Conference of All Red Cross Chapters and Branches, Oct. 28.  
Texas Circulation Managers to be held during the State Fair.  
Southwestern Radio and Electrical Exposition, Oct. 14-19.  
Texas Chiropractors' Association, Oct. 24-25.  
Texas Butter-Egg-Poultry Association, Oct. 14-15.  
Texas State Fair, Oct. 11-26.  
State Tax Assessors' Association, Oct. 16-18.  
Texas Association of Real Estate Boards, Oct. 15-18.  
Texas Eclectic Medical Association, Oct. 15-16.  
State Homeopathic Society, last week of October.

(November)

Texas General Baptist Convention, Nov. 17-24.  
Scottish Rite Reunion, Nov. 16-22.  
Ceremonial Session of Hella Temple of Dallas, Nov. 22.  
Texas Baptist Missionary Association, Nov. 16.  
American Dental Association, Nov. 10-14, with 7 affiliated conventions meeting from Nov. 6-14.

(December)

Texas Ice Cream Manufacturers' Association, Dec. 4-6.  
Movie Picture Theater Owners of Texas, Dec. 5-7.  
State Baptist Laymen, Dec. —

### Chamber Secures Low Rates for Football Classics at Fair

**I**N its desire to have the largest possible attendance at some of the big football classics at the State Fair, the Chamber of Commerce, through its Convention Department, took up the matter of special railroad rates with the Directors of Athletics at both the University of Texas and Texas A. & M. College. Subsequently, the Traffic Department of the Chamber entered negotiations with the railroads affected, with the result that a round trip rate of 75% of the one-way fare will obtain for the three Saturdays and Sundays of the Fair. This should mean capacity attendance at the Stadium for the University of Texas-S. M. U. game and All-College Circus on October 18, and the A. & M.-S. M. U. game on October 25, as well as vastly increased attendance at the A. & M.-Sewanee game October 11. The round trip fare from College Station will be \$4.65 and from Austin, \$5.65, lower than has obtained since before the war. These low Saturday and Sunday rates will also mean thousands of visitors for the Fair in addition to those who come primarily for the football classics.

### Conventions in 1925

Texas Association of Chiefs of Police and City Marshals, Sept., 1925.  
Texas State Checker Association (Annual Tournament), 1925.  
International Convention of Optimists' Clubs. All delegates will stop over in Dallas one day in June, 1925, for entertainment by local Optimist Club, en route to Houston for annual convention.  
Mid-West Regional Convention American Institute of Accountants, May, 1925.

National Association of Real Estate Boards, Jan., 1925.  
United Confederate Veterans, May 12-15, 1925.  
Fraternal Home Insurance Society Grand Lodge, March, 1925.  
North Texas Wholesale Grocers' Association, Jan., 1925.  
Texas Farm Bureau Association, Jan., 1925.  
Texas Hardware & Implement Association, January, 1925.  
Conference of Epworth League Presidents, first week of February, 1925.  
Southwest District Civitans, January, 1925.  
Episcopal Council, Dallas Diocese, February, 1925.  
Southwestern Political and Social Science Association, March, 1925.  
Grand Lodge of Texas, Ancient Order of United Workmen, July, 1925.  
Baptist Organized Bible Classes of Texas, April, 1925.  
American Hardware Manufacturers' Association, April, 1925.  
Southern Hardware Jobbers' Association, April, 1925.  
Retail Furniture Dealers of Texas, April, 1925.  
Texas Retail Clothiers and Furnishers (meets jointly with Men's Apparel Club of Texas).  
Men's Apparel Club of Texas.  
Texas Cotton Ginners' Association, April 10-11, 1925.  
Associated Master Plumbers of Texas, 1925.  
Texas Retail Jewelers, May, 1925.

### Akard Street Will Be Made Wider

Akard Street is to be widened 20 feet between Commerce and Jackson Streets as a result of the purchase by T. B. Baker from the L. A. Pires estate of the lot 47 feet wide, directly east of the Oriental Hotel site and extending from Commerce to Jackson. The property includes an eight-foot alley in addition to the 47 feet. Through an arrangement with the city, the new 18-story Baker Hotel will be erected a little east of the site originally planned, giving room for the widening of Akard Street by 20 feet. This will be a splendid city planning achievement and all concerned in it should have the full appreciation of the city.

### Dallas Water Is Class A

Dallas is in the list of Texas cities whose water supply is classed "A," in a list prepared and published by Dr. Malone Duggan, State Health Officer. The water supply of Class "A" cities is reasonably safe for drinking purposes at all times, the report shows. Class "B" represents cities and towns whose water supplies do not come up fully to the requirements of the State Board of Health, but suggested improvements are being made. Class "C" represents those towns where the water supply is found fit for drinking only after boiling. The Class "B" list is the largest of the three and the Class "C" list shows only three towns.



## One of America's Fastest-Growing Skylines



This view of a portion of Dallas' skyline, taken recently by Frank Rogers from the 10-story T. & P. Building, and looking southeast, has no retouching save that the \$5,000,000 Santa Fe Building, at right, is sketched as it will appear when completed. The 19-story office building and the first 10-story unit of the Santa Fe project have reached their height, but the two remaining units are not so advanced.

# Dallas' Building Permits Break Record

**B**UILDING permits in Dallas for the year, up to October 1, totaled \$21,525,776, as compared with \$20,988,469 for all of last year, which was the record year in Dallas' history. Permits for the September period mentioned totaled \$2,356,555. It is predicted that the total for 1924 will reach more than \$27,500,000.

To get the full force of the enormous program under way in Dallas, it might be mentioned that construction now in progress here exceeds Dallas' total building permits for the eight years, 1905-1912, inclusive. About \$20,000,000 worth of construction is represented by the following projects under way: \$5,000,000 Santa Fe Building, 19 stories with one 10 and two 8-story units; 18-story Baker Hotel; 14-story Hilton Hotel; Melrose Court, 8 stories; Maple Terrace, 7 stories; \$1,200,000 Ford plant; 20-story Republic Bank Building; 13-story Dallas Athletic Club; Katy Warehouse and addition to Brown Cracker & Candy Co., each 7 stories; Dallas Sanitarium, and a \$2,000,000 church building program. In addition to these larger structures, there are hundreds of smaller apartments, homes, business houses and miscellaneous construction under way.

In the construction field, but of course not included in the building permits, are the new \$5,000,000 water project of Dallas at Garza, now under way, and the completion of several of the county highways under the \$6,500,000 road bond issue voted a few years ago. Also the Southern Pacific will let contracts the latter part of this month for the completion of its nine remaining miles of the 12-mile Southern Pacific belt line around Dallas, which will cost about \$600,000 complete. The Texas & Pacific Railroad is also making heavy expenditures in improving its new industrial district near the Ford plant under construction. The Dallas Power & Light Company is expending \$2,000,000 on

placing its lines underground. The above are some of the reasons why Dallas artisans and engineers are kept busy.

### How Dallas Realty Values Enhance

An instance of the remarkable appreciation in real estate values in Dallas, in keeping with the growth of the city, was offered by Dr. J. B. Cranfill in a recently published article.

"In 1902," he said, "I bought the 100 feet on the corner of Akard and Elm Streets for \$56,000. I added some substantial improvements and 20 years ago sold the building to B. R. Parks for \$75,000. Parks didn't have much more sense than I had, so when somebody offered him a little profit he sold it, and later, as agent, I sold it for Gray & Graham to Judge Edward Gray for \$190,000. Today it is easily worth \$600,000, and I think it is one of the best illustrations of the continuous, steady, normal, healthy advance of Dallas realty values."

### Some New Permits

**T**HE largest permit granted in Dallas the past month was for the 14-story Hilton Hotel, \$595,000. The McKenzie Construction Company is the contractor. The Christy-Dolph Construction Company has been granted the contract for the construction of the six-story \$350,000 Sunday school building of the First Baptist Church, R. H. Hunt & Co., architects. Work on the completion of the remaining five floors of the 13-story Dallas Athletic Club Building has started. The Central Contracting Company has the contract. The build-

ing will cost about \$2,500,000 complete. Lang & Witchell are the architects.

### Second in Building Per Capita

**A**LTHOUGH Dallas ranked only 42nd in population in the Nation in the 1920 Federal census, it ranked second in per capita building construction in August, 1924, according to statistics compiled by City Building Inspector Hayden. The figures for the first twelve cities for the month follow:

Cities—	A.	B.	C.
Los Angeles .....	1	9	\$23.97
Dallas .....	2	42	13.31
Philadelphia .....	3	3	12.64
Detroit .....	4	4	11.99
Milwaukee .....	5	13	9.29
Chicago .....	6	2	8.12
San Francisco .....	7	11	7.97
Buffalo .....	8	12	7.91
Cleveland .....	9	5	7.14
Boston .....	10	7	6.95
Baltimore .....	11	8	6.37
New York .....	12	1	6.12

A—Rank per capita.

B—Rank in population.

C—Amount per capita.

### Statistics On Building in Southwest

**B**UILDING permits in Dallas for the first eight months of 1924 total more than one-third of the combined permits for the eleven cities of the Southwest shown in the October issue of the Dallas Federal Reserve Bank Bulletin. The statistics follow:

City	1924	1923	Inc. or Dec.
Austin .....	\$ 1,070,110	\$ 1,258,710	-15.0
Peaumont .....	1,879,176	1,878,855	-3.2
Dallas .....	19,318,631	15,660,562	-23.4
El Paso .....	1,283,030	1,739,063	-26.2
Fort Worth .....	6,073,232	5,682,754	-6.9
Galveston .....	2,247,529	1,073,758	-109.3
Houston .....	11,939,897	13,945,279	-14.4
Port Arthur .....	1,075,112	2,207,242	-51.3
San Antonio .....	5,438,111	6,288,356	-13.5
Shreveport .....	5,681,896	6,661,248	-14.7
Waco .....	1,398,051	888,827	-66.7
Total .....	\$57,334,875	\$57,234,652	-.2



CHAMBER OF COMMERCE HOME  
"Powerhouse of the Famous Dallas Spirit"

## Dallas

Official Organ of the Chamber of Commerce, published monthly in the interests of Dallas

Z. E. BLACK, EDITOR  
M. L. BOHAN, ADV. MGR.

Vol. 3 October, 1924 No. 10

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Member Chamber of Commerce of the United States

## Building Tomorrow's City

When we build, let us think that we build forever. Let it not be for the present delight, nor for present use alone. Let it be such work as our descendants will thank us for, and let us think, as we lay stone on stone, that a time is to come when those stones will be held sacred because our hands have touched them, and that men will say, as they look upon the labor and wrought substance of them, "See! This our Fathers did for us."

—John Ruskin.

## Optimistic Report Brought from Mexico

THE goodwill mission sent to Mexico last month by the American Manufacturers' Export Corporation, with headquarters at New York, did much to cement cordial relations between the two Nations and to familiarize the American business men with conditions in the neighboring Republic, in the opinion of W. Paul Gage of Dallas, vice-president of the Pure Oil Company. Mr. Gage joined the party of Eastern industrial leaders at Dallas, where they were entertained during their six-hour stay by the Chamber of Commerce, and remained with it during its entire stay in Mexico.

"With stable conditions apparently prevailing in Mexico as a result of the administration of President Obregon, I predict a wonderful expansion of trade between the United States and Mexico within the next year," Mr. Gage said. "We were accorded the most lavish hospitality on every hand. As official guests of the Mexican Government and business men, we received every courtesy. It is significant that more than 75 per cent of the Mexican business men we met were able to conduct a fluent conversation in English, while most of the Americans in the party knew only a few words of Spanish."

Traveling in a special train over the M.-K.-T. Railway, the Mission made here the only stop between St. Louis and Mexico. Following a ride over the city and a reception at Dallas Country Club, the visitors were given a banquet at the Adolphus. President T. M. Cullum of the Chamber of Commerce presided and the general address of welcome was made by Nathan Adams, with J. Perry Burrus extending welcome on behalf of the manufacturing interests here. W. W. Nichols of New York, president of the American Export Manufacturers' Association and head of the delegation, made the principal response. He complimented the appearance and hospitality of Dallas and dwelt at length upon the future of Mexico and the responsibility of American business men in this connection. Edward Prizer of New York spoke along somewhat similar lines.

Edward F. O'Brien has been elected president and Walter Anderson secretary of the Dallas Architectural Club.

## The Dallas Spirit

By O. P. KEADLE

What is more contagious than The Dallas Spirit? It is in the very air; it emanates from the street and office, from the shop and the home; its microbe travels with the rat-tat-tat of the air hammers on the big new buildings, with the factory whistles, the shouts of the newsboys, the laughter of the children; it is felt in the hum and throb of big business and little; it is seen reflected in the beauty of the city and in the faces of the inhabitants; it is especially virulent in the home owner, and it literally oozes from the pores of the hard-working Realtor. You can hear it, feel it, see it, absorb it—its aroma and taste barely elude you, yet you never get "fed up" on it. This contagion quickly spreads to visitors, and few of them ever completely recover, as is evidenced by their number who come back for more and surrender to its thrill—and remain!

## National Guard Protection For Our City

The Chamber of Commerce has been approached by National Guard officers who feel the need of a more definite interest in the Guard on the part of the larger employers of Dallas. Among other things, they state that several of the Guardsmen lost their jobs apparently as a result of attending the annual encampment. In the past the employers, with whom representatives of the Chamber discussed the matter, all showed a keen interest in it and agreed that Dallas needs some form of adequate protection to supplement the local police force in times of emergency; also that the National Guard is the logical organization to furnish such protection. The officials of the Chamber urge that employers give favorable consideration to any reasonable request from the officers of the National Guard Infantry Units of Dallas.

## Dallas Visits Abilene

A party of some 35 Dallas business men attended the All West Texas Fair at Abilene last month, paying a return courtesy for the visit of the goodwill delegation from Abilene that was in Dallas in August on behalf of their city and section and the All West Texas Fair. The excursion to Abilene was under the auspices of the Chamber of Commerce and the Dallasites report that they were royally treated and that the All West Texas Fair is a splendid and most interesting institution.

## Announce Program of Social Education School

The official announcement of the Dallas Institute for Social Education is off the press and presents complete outlines for the following courses: Social Institutions, International Relations, Social Function of the Church, Industrial Relations, History of Religion, Educational Processes in the Community, Psychology in its Practical Application, Abnormal Psychology.

The faculty includes many of the ablest university and other local instructors as well as a number of noted visiting lecturers.

These are: Course Instructors—C. J. Crampton, Dallas; Prof. Joseph D. Doty, Southern Methodist University, Dallas; Dr. H. I. Gosline, Dallas; Dr. Max S. Handman, University of Texas, Austin; Dr. Frank Abraham Powell, Dallas; Elmer Scott, Dallas.

Special Visiting Lecturers—Mrs. Jessie Daniel Ames, Georgetown, Texas; Arthur Dean, formerly Teachers' College, Columbia University, New York City; Mrs. Charlotte Perkins Gilman, Norwich Town, Connecticut; Dr. Joseph K. Hart, The New School for Social Research, New York City; Syud Hossain, India; E. C. Lindeman, High Bridge, New Jersey; Frank Tannenbaum, New York City; Whiting Williams, Cleveland, Ohio; Dr. Charles Zueblin, North Prescott, Mass.

Special Local Lecturers — Prof. Harvie Branscomb, Dean Robert Chalmers, Norman Crozier, Dr. R. E. Dickinson, Mrs. A. H. Dyson, Tom Finty, Jr., Miss Ethel Fonda, Rev. George M. Gibson, Jr., Prof. R. A. Hearon, Dr. May Agness Hopkins, Rev. Umphrey Lee, Dr. David Lefkowitz, Ora Miner, Prof. Lucien Pritchett, Miss Flora Saylor, L. V. Stockard, Prof. J. Richard Spann, Dr. H. K. Taylor, Dr. J. J. Terrill, George Thomas, The Ven. Harry Lee Virden, M. T. Workman.

The Institute is under the auspices of the Civic Federation of Dallas, 416 Mercantile Bank Bldg., Y-4535, to whom inquiries should be directed personally or otherwise. All courses follow the lecture and discussion method. Hence registration in each course is limited, and early registration is desirable.

## Texas Leads in Highway Construction

Highway construction now under way in Texas totals 1,564 miles, entailing an aggregate expenditure of \$25,249,202, of which amount \$9,984,108 is being supplied by the Federal Government, statistics of the State Highway Department show. During the seven years that the Federal Government has been co-operating in the building of highways, Texas has completed 3,122 miles under the designated 7% system, at a cost of \$42,341,988, of which more than one-third was paid by the Government. This gives Texas the lead, with Minnesota, the second State, 1000 miles less than Texas.



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# State Fair's History Is Story of Determination



FROM October 11 to October 26, 1924, the thirty-eighth annual State Fair of Texas will be in progress — the latest demonstration of the possibilities and development of Texas and the Southwest, in agriculture, live stock production, manufacturing and kindred activities—a complete, comprehensive visualization of the wonderful wealth and potentialities of this magnificent territory.

Since 1886, when a little band of far-sighted, pioneer Texas business men launched the first Fair, the annual exposition of the Lone Star State has continued its mission of demonstrating to the world the greatness of the empire of which it is representative. Each year it has grown with the growth of the territory. Each year new results of and new possibilities for applied effort have been made manifest to additional thousands. Fair Is a Tribute

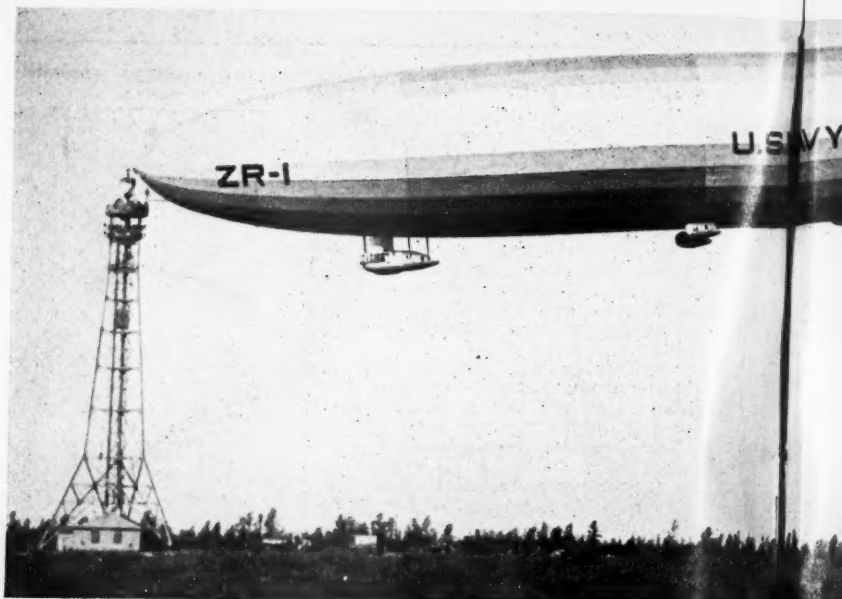
The State Fair of Texas today is a fitting tribute to the indefatigable determination of the men who founded it. They put it on a business basis. They established it for the good of Texas. They came to its rescue in lean years, going down in their pockets when funds were short, firm in their convictions that their judgment would be vindicated. To such men as W. H. Gaston, J. S. Armstrong, J. B. Simpson and those who have followed them, is Texas and the Southwest indebted for the continuation of the annual exposition that has contributed so much to its growth, development and straightforward, truthful exploitation. Precedents established by the pioneers have, during the later years, been lived up to and faithfully observed by the men who came along later, taking up the work where the others left off and carrying it along with the same ideals and the same high aims always in view.

## Most Unique Exposition

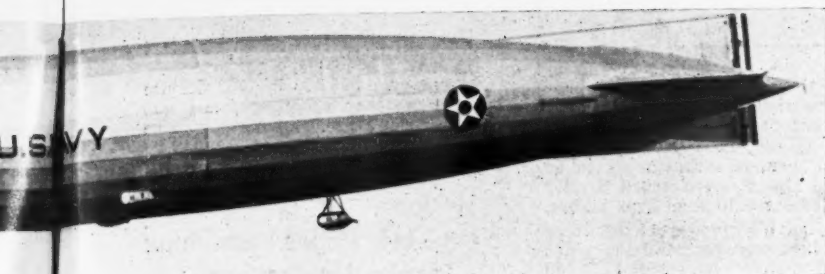
Unique in more than many ways, the State Fair of Texas differs most materially from any other State Fair in that it has never had a dollar of State, National or municipal aid. It has always gone "on its own."

Origin of the present State Fair really dates back to 1862. By an act of the eighth Texas Legislature in that year, the "Dallas County Fair" was created, and a charter granted to Amos McComas, A. J. Halleck and other early settlers of the county. But the war of the 60s had come and no fair was ever held under the old-time grant.

It was in 1886 that the real foundation for the exposition of today was laid. "The Texas State Fair" was launched by W. H. Gaston, Alex Sanger, J. B. Simpson, T. L. Marsalis, W. J. Keller, J. M. Wendelken, J. S. Armstrong, B. Blankenship and others, and the first exhibition given after what seemed to have been almost insuperable difficulties and handicaps had all been determinedly overcome.







#### THE FAIR FROM THE AIR

Here is the Shenandoah, and below is how the State Fair will appear from the huge dirigible when it is here during one day of the Exposition. The Shenandoah is one of the largest dirigibles in the world, 680 feet long, 78 feet in diameter, weighing 77,000 pounds and with a cruising range of 4,000 miles. Place the Magnolia and the Adolphus end on end and they would be little taller than the ship. But while the Shenandoah is one of the largest dirigibles, the State Fair is the Nation's largest annual fair. See them both.



#### Site Was Mud-Hole

The site of the Fair of that year was some sixty-odd acres of the present magnificent 156-acre tract of Fair Park. It was nothing more than an expanse of Texas black land prairie, devoid of anything in the shape of verdure except pasture grass.

In most interesting fashion does the late Captain Sydney Smith, veteran secretary of the first Fair organization, tell in his memoirs how order came out of practically chaos; how graveled walks emerged from the black, sticky mud; how trees and shrubs were shipped in and transplanted, and how water in abundance was supplied, not to mention electric lights—new things in those days—and all the improvements and equipment that a real, up-to-date Fair demanded, were finally established.

#### An Inherited Vision

Perhaps it is the inherited vision of those pioneers and their manner of surmounting difficulties that has actuated members of City Park Boards, active during the succeeding years, whose efforts have made of Fair Park one of the most attractive exposition grounds anywhere in the country.

From 1886 to 1904 the State Fair functioned each year with a greatly improved exposition given annually. In some years, it is true, the backers of the institution had to come to its aid financially, which they did willingly and loyally, still firm in their determination that Texas and the Southwest should have an exposition worthy. In much the manner as did Captain Sydney Smith, has Col. J. T. Trezevant, one of the early workers in the case of the exposition, told in a series of articles, of the vicissitudes that beset the Fair during this period, and how determination triumphed.

#### Contract of 1904

In 1904 a contract was entered into between the Fair Association and the City of Dallas, under which the Fair Grounds were deeded to the city for public park purposes. The city agreed to maintain the grounds throughout the year, turning them over to the Fair Association for thirty days each fall when the annual Fair and Exposition was held.

This agreement in no wise affected the plan of organization and operation of the Fair, as it had been worked out and firmly established by the founders.

The association, meanwhile, had become a stock corporation, as the result of a financing plan under which many loyal citizens purchased \$25 shares with no hope of return save an annual pass to the Fair and the satisfaction of having aided in perpetuating a great Texas institution.

#### Profits to Improvement

The by-laws provided that no dividends should ever be paid; that no officer, save the secretary and manager, should receive a salary, and that every cent of profit over and above actual expenses, should go back into permanent improvements.

This meant that every year the president and nineteen directors must give many days of their valuable time to the conduct of the Fair, without thought of compensation. They accepted the task, uncomplainingly.

(Continued on next page)



## The Halaby Galleries

Interior Decorators

*The Best Of  
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Decorations  
For Those Who  
Appreciate  
The Better Things  
Of Life*

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Halaby Galleries  
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Building

## The Dallas Transfer Company

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Where we will be equipped for  
rendering an unexcelled Warehouse  
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modern Warehouse located in heart  
of business district.

Special Service in Display and  
Sample Room Floors.

Railroad trackage in basement  
connecting with all railroads en-  
tering Dallas.

(Continued from page 17)

They gave their time, their thought and the benefit of their business experience. They, or those who have succeeded them, are continuing to do that same thing, even more loyally and whole-heartedly than ever before.

There is a most apparent result of this unselfish service. With a plant estimated to have been worth \$250,000 in 1904 when the present plan of operation went into effect, physical improvements and betterments made during the twenty years, have brought the valuation of the property up to more than \$2,500,000. The improvements consist of modern, fire-proof, up-to-date buildings of various descriptions, which constitute a Fair equipment second to none.

### New Agricultural Building

Most recent of such improvements is the great Automobile and Manufacturers' Building, 185x500 feet, of steel and brick, which cost more than \$150,000, completed in time for the 1922 State Fair.

For the 1924 State Fair the present Coliseum is transformed into a magnificent Agricultural Building, which will house many county exhibits and other displays extolling the agricultural wealth and possibilities of Texas. In addition, material changes and improvements will be found in the main Exhibit Building, rendering it far more attractive and efficient for the functions it performs.

### New Auditorium Assured

Assured for 1925 is a great, new Auditorium in the Gaston Park tract of the grounds, made possible just as all other improvements have been made possible by the support of the people of the Southwest given the big institution and by the ability and business acumen of the men at its head.

With expiration of the 1904 contract this year, a new agreement between the Fair Association and the city has been entered into for another period of twenty years. In its essentials it is the same as that under which the State Fair has prospered and grown greater during the previous two decades. There are only a few changes which represent a thorough and most amicable understanding between the Park Board and State Fair officials and which all agree will redound to even more marked benefit, progress and development of the great Texas Exposition, and as a direct result, to the Southwestern territory.

Including awards at the 1923 Exposition, \$1,075,000 has been distributed in premiums and prizes by the State Fair of Texas during the years of its activities, and the 1924 premium list carries another \$75,000 for the various departments.

Total net earnings of the Fair during the last twenty years have been equally as significant, totaling, in round figures, \$1,200,000, all of which has been expended for improvements and betterments.

Average yearly attendance during the last twenty years, more than 800,-

000; was over 925,000 in 1923 despite adverse weather conditions, and has had an attendance considerably more than a million during at least two years within the twenty-year period.

## New York Paper Comments on Dallas Concern

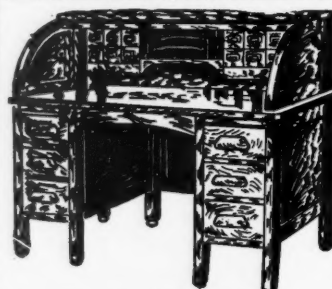
The Financial Review and Export Record of New York refers to the Investment Securities Company of Texas, with headquarters at Dallas, as "an undertaking of extraordinary importance," in its August 25th issue. In the page about the Dallas concern the statement is made that "a careful study of the financial, commercial and industrial situation in Dallas justifies the assertion that there are but few, if any, Southern cities that have now such encouraging prospects for the future as this one," and adds that the investment securities organization will "have a powerful influence for good in the work of building the city and State." T. P. Junkin is president of the Investment Securities Company.

## Music Day Observed

Dallas' sixth annual Music Day was fittingly observed on Sept. 27 by the city that originated the Music Day idea, which has been nationally adopted. A great number of musical programs were given during the day and evenings by various organizations. The whole concluded with a community singsong at the City Hall Auditorium.

"The Interlocker," published at Cleveland, Ohio, and devoted to the interlocking tile industry, devotes two pages in a recent issue to an airplane view of Dallas, other views of the city and some editorial comment.

General Manager Charles Saville of the Dallas Chamber made an address before a membership meeting of the Corsicana Chamber of Commerce on the night of Sept. 23, on the general subject, "What Next for Corsicana," this being the theme of the meeting.



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# To Complete Financing of Big Vocational School

**M**ACHINERY to complete the financing of the Dallas Vocational School, with a view toward starting construction of the school plant by January 1, 1925, and formally opening this much-needed institution shortly afterward, has been set in motion. Without any campaign, more than \$100,000 had been pledged up to the first of this month, and Dallas people now are being given the opportunity to pledge \$400,000 in addition. With \$500,000 in hand, it is assured that the school will be a reality, and it is believed that with the institution in operation, considerable outside financial support can be secured.

"There will be a big industrial center in the Southwest within the next ten years and the city that is best equipped to turn out artisans will be that center," said C. A. Jay, president of the new school. "This school will open the door for our boys to learn skilled trades. We can develop our own supply of skilled labor instead of importing it. It will provide a place where a boy can be taught a useful trade, and at the same time be taught good citizenship, loyalty to his employer and his city, instead of being dragged through the long course of apprentice training, where he is taught to limit production, and that

his interest and the interest of his employer are always in conflict. A student body of 1,000 will expend at least \$500,000 per year. Every dollar Dallas invests in the school will be returned many times in the years to come.

"The Dallas Vocational School will not be able to turn out real efficient mechanics; neither is a medical college able to turn out real efficient doctors, or a law college finished lawyers. The School will do the same thing for the trades that the medical and law schools are doing for their professions. It will give the boys both theoretical and practical training."

## Directorate of School

**T**HE proposed school has received the endorsement of the directors of the Dallas Chamber of Commerce. A charter has been secured from the State of Texas incorporating the school as an educational institution. The Dallas Chamber of Commerce selected an Advisory Council of 110 members who serve for life and who will always control this institution and who will from time to time select the 21 men who constitute the active board of directors. The names of the Advisory Counsel have appeared in a previous issue of "Dallas." Officers of the school, in addition to President Jay, are as follows: T. E. Jackson, chair-

man of the board; W. S. Mosher, first vice-chairman; Hugh E. Prather, second vice-chairman; F. H. Blankenship, treasurer. Directors: George Waverly Briggs, E. R. Brown, J. Perry Burrus, Sam P. Cochran, Price Cross, Frank Cullinan, T. M. Cullum, R. S. Haseltine, F. M. Hoag, W. M. Holland, Frank M. Smith, A. A. Jackson, T. E. Jackson, Fred E. Johnston, Joe E. Lawther, Simon Linz, W. S. Mosher, H. A. Olmsted, Hugh E. Prather, J. Fred Schoellkopf, R. H. Shuttles.

Pledges to the school can be paid in installments, over a period of years, if desired. The business offices of the Dallas Vocational School are on the fourth floor of the Chamber of Commerce Building.

## Commercial Executives Issue Minutes

A full report of the 1924 convention of the Texas Commercial Executives' Association, which met in Mineral Wells, has been published in a 68-page pamphlet. This is the first time the minutes of this convention have been thus placed in permanent form. The publication was handled by John Boswell, secretary of the Plainview Chamber of Commerce, and secretary of the association.

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When you are considering new additions to your plants or new equipment that demands the use of steel, you should consider the products and service we have to offer.

Electric Cranes	Steel Derricks	Ladders	Hoppers
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Jib Cranes	Floor Plates	Steel Sash	Breeching
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Trolley Beams	Hand Railing		

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KANSAS CITY, U. S. A.

Tulsa, Okla.

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## Worth and Value are Two Different Things

Nothing, NOT EVEN THE PAPER, affords such an index to the character of the individual or firm as the TYPOGRAPHY of the letter. An IMPRESSION, favorable or otherwise, is created, even before the letter is read.

Every correspondent naturally reflects his own personality in his letters.

All business houses recognize the necessity for having typewritten letters, but the little points which contribute to the appearance of the letter, and give it tone, are what count.

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## Important New Concerns Are Listed

SEVERAL important manufacturing and wholesale establishments are included in the list of new concerns listed by the New Industries Department of the Chamber of Commerce for September. Three of these concerns alone will employ some 125 people. The list of new concerns for the month is as follows:

Able Auto Sales Company, H. O., automobiles, 2507 Main St. Y-4920.

Allen Drug Store, druggist, 2223 N. Akard St. X-3539.

American Gear Company, auto parts, 2215-17 Commerce St. Y-2344.

Andrew & Brand Radio Shop, radio supplies, 316 N. St. Paul St. Y-1782.

Auto Park, garage, 1716 Wood St. Y-1801.

Bayer Publishing Company, publishers, 1916½ Main St. Y-5353.

Bean, Mack, real estate, loans and rentals, 1608½ Main St. X-2046.

Bowman's, clothing, retail, 1010 Elm St. X-3166.

Briggs Brown Motor Co., autos (with Overland Auto Co.), 826 S. Ervay St. X-3474.

Browning & Clift Poultry House, produce and fruit, 111 N. Carroll. U-1680.

Caldwell Oil Company, 1700 Ross Avenue. X-3881.

Campbell Lumber Company, T. H., lumber, 3025 Commerce St. Y-1817.

Casalino, L. B., ladies' and gents' tailoring, 212 Marvin Bldg. X-3865.

Churngold Distributing Co., distributors of "Churngold," a butter substitute manufactured by the Ohio Butterine Company, Cincinnati, for Dallas and Texas, offices at 309 Dundee St., John H. and A. C. Fidler, mgrs.

Clayco Gasoline Company, filling station, 1130 N. Zang's. C-7618.

Cliff Artesian Laundry, 208-10 E. Jefferson St. O-7527.

Commerce Motor Company, distributors of Moon automobiles in North Texas, opened at 2210 Commerce St. H. M. Russell, president; Harry E. Strubbar, secretary-treasurer.

Cooper & Brush, Inc., cotton buyers and exporters, 1315 Young St. X-5560.

Dallas Land Company, J. W. Scott, mgr., 317 Western Ind. Bldg., succeeds the real estate firm of Scott & Scott, and will deal in farms, ranches and large exchanges exclusively.

Echols & Sexton, radiators, 2409 Main St. Y-5520.

Electric Fixture & Supply Co., electrical fixtures, 1917 Pacific Ave. Y-2505.

Evans Farm Dairy, 1722 S. Harwood St. Y-4801.

Evangelical Theological College, 1521 Hughes Circle. Y-5029-r.

Exchange Finance Company, investments and loans, 2004 Jackson St. Y-4614.

Exchange Parking Station, 311 S. Akard St. Y-4453.

Fairchild, Ralph B., cotton commission merchant, 619 Thomas Bldg. X-2853.

Film Exchange Drug Store, 300 S. Harwood St. Y-4612.

Flint Motor Company, regional sales offices covering Texas and New Mexico, opened at 906 S. W. Life Bldg., with Irvin M. Kauffelt as manager.

French-Weave Hosiery Mills, hosiery and underwear, 604 Melba Bldg. Y-5220.

Gaston Avenue Drug Store, drugs, retail, 6424 Gaston Ave. U-2482.

Griffin, E. F., 1207½ S. Harwood St. X-7664.

Harper, N. M., investments and loans, 309 American Exchange Bank Bldg. X-4270.

Head & Williams, W. P. Head, formerly of Shreveport, and J. Perry Williams, of Dallas, comprise this realty firm with offices in the Magnolia Bldg., specializing in the sale of summer home sites in Colorado.

Ideal Surgical Appliance Company, manufacturers, 840 Wilson Bldg. X-3852-r.

Ideal Transfer Company, transfer and storage, 1609 Bryan St. X-7639.

Kahn, Dr. S. H., physician and surgeon, 311 Medical Arts Bldg. X-4743.

Kalloch, G. C., investments and loans, 217 Mercantile Bank Bldg. X-3892.

Kleinman, F. H., dry goods, retail, 2104 Elm St. X-4061.

Knight, Henry C., architect, 330 Wilson Bldg. Y-5652.



**Kroehler Manufacturing Company**, national manufacturers of beds, davenports and living-room furniture, have opened Southwestern headquarters in the new building at 2725-37 Elm St., telephone Y-4525. In November they will open their branch factory in this building, employing from 30 to 40 men. In the meantime orders will be filled from the Illinois factories of the concern. John Lucik, Southern representative of the company, has moved his offices from New Orleans to Dallas and will be in charge of sales. The new building as a whole will be called the Dallas Furniture Mart, the Kroehler Company having 24,000 square feet and the remainder of the 100,000 square feet being occupied by about 50 wholesale furniture companies with closed sample rooms. The new concern and new structure will contribute greatly to Dallas' rank as the largest furniture market in the Southwest.

**Magnolia Petroleum Company**, oil company, Lancaster Pike and Gaston Road. C-7669.

**Matthews, Homer M.**, engineering, 1112 Kirby Bldg. X-5275.

**Monarch Roofing Company**, 601 S. Harwood St. Y-4613.

**Nabors, J. S.**, 1111½ Main St. X-3562.

**National Carbon Company of New York** has leased the 2-story brick building at 1300 Marilla St., for their Southwestern branch headquarters. Dry batteries of all kinds will be handled. The Dallas office will take over a large part of the territory formerly covered by the Kansas City branch. E. H. Boudwin, of New York, will be in charge of the Dallas office, with C. O. Kleinsmith, also of New York, as assistant. Twenty-five employees will be used in the office and fifteen field men will report here.

**Patric, Carl C.**, meat market, 309 Dundee St. Y-5525.

**Prestige Cleaning Company**, cleaners and dyers, 1514 N. Henderson St. H-3468.

**Quality Service Station**, 4928 Cole Ave. X-5838.

**R. & C. Drug Store**, druggist, 2504 Cedar Springs. X-2900.

**Republic Gear Company**, auto parts, 2703 Commerce St. Y-1305.

**Ritchie Clothing Company** moved machinery and equipment to Dallas from San Antonio, where they were in operation about two years, and have secured quarters on the third floor of the General Motors Truck Bldg., 519 Jackson street, telephone X-1935. This factory is now in operation, employing about 50 people, and making all lines of men's ready-to-wear suits, which will be handled by Dallas jobbers.

**Reese Company of Texas**, Edward, 523 North Texas Bldg. X-4268.

**Saul, M.**, 1605 Main St., is the sty'e of a new retail women's ready-to-wear and millinery establishment.

**Sales Service Company**, 602 Mercantile Bank Bldg. X-2658.

**Simms Sales System**, sales company, 707 Central Bank Bldg. X-5546.

**Sinclair, Lloyd W.**, broker, 206 Liggett Bldg. X-4228.

**Smith-Henry Upstairs Shoe Store**, at 1518 Elm St., over Woolworth's, opened the past month. Its millinery department is operated by the Daniel-Crites Millinery Company, pioneer wholesalers of Dallas. Another department is a barber shop, specializing in women's and children's work.

**Smith Ice Cream Company** has been opened at 912 S. Harwood St., by Charles W. Smith, who retired from the ice cream manufacturing business some two years ago. J. L. Wright has charge of the production department. The new plant has a capacity of about 1,000 gallons of ice cream, sherbets and fruit ices daily.

**Smith's Pharmacy**, druggist, 4103 Oak Lawn Ave. X-3408.

**Southern Bureau of Translations**, school, private, 308 Slaughter Bldg. X-2053.

**Stark, T. W.**, architect, 308 Simpson-Whiteman Bldg. X-1747.

**Touraine Hotel**, 3606 Commerce St. U-3600.

**Tunnell, G. A.**, furniture dealer, 1147 Forney Ave. U-3800.

**University Park Real Estate & Investment Co.**, real estate and loans, 6316½ Hillcrest Ave. A-5814.

**Wait On Yourself Millinery Company**, 1201 Commerce St. Y-4457.

**Williams & Prehn**, 313 Thomas Bldg. X-3890.

**Woolworth Company, F. W.**, 129 W. Jefferson St. J-8075.

**Worth Street Garage**, 3216 Worth St. U-2449.



**ITIES** in natural gas regions are especially eligible for that finest of household heating systems, the gas furnace. ¶ We have one of ours on display in the Dallas Gas Company Building, and also have an exhibit in the Manufacturers Building at the State Fair. Our furnace carries with it the experience and the guarantee of a company that has built and installed heating systems for over fifty years.

¶ The COLUMBUS GAS FURNACE will fill your house with clean, warm air, constantly renewed. You will enjoy the luxury that comes from an untouched fuel, and a heating apparatus of superior and lasting construction, automatic and instantaneous.

¶ The low cost of operation here makes it an unusual economy.



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Hunting business is not different from hunting birds or bears. It's not how powerful your gun is nor how many times you fire, it's how well you shoot that counts at the end of the day. ☞ The Southwest is a rich field for the business hunter with a good aim. Texas alone produces in excess of a billion dollars a year in new wealth from the soil, and almost a billion and a half when lumber and oil are considered. ☞ Johnston-built Printed Salesmen are correctly aimed to bag this market. It is a part of our business to know conditions, business possibilities and the psychology of this particular section. We aim correctly and make each shot count.

Ask for complete details of our service.

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1323 Wood Street, X-2788  
**J. M. COLVILLE & SON**  
911 Commerce Street, Y-4878  
**R. C. DYER & COMPANY**  
1315 Young Street, Y-5755, X-5755  
**EGAN PRINTING COMPANY**  
912 Ross Avenue, X-1213  
**ENTERPRISE PRINTING COMPANY**  
Interurban Building, Y-1423  
**ETHERIDGE PRINTING COMPANY**  
1812 Orange Street, X-8101  
**GEYER PRINTING COMPANY**  
1405 Young Street, X-2032  
**HARGREAVES PRINTING COMPANY**  
1013 Main Street, X-3468, X-1324  
**JOHNSTON PRINTING & ADV. CO.**  
1901 McKinney Ave., Y-2122  
**MERCHANTS PRINTING COMPANY**  
1802 Jackson Street, Y-6229  
**PADGETT PRINTING COMPANY**  
1410½ Commerce Street, X-6386  
**PEDERSON PRINTERY**  
3114 Grand Avenue, E-5271  
**RICHMOND COMPANY, THE**  
606 S. Akard Street, X-3670

**SHEEGOG PRINTING COMPANY**  
314 S. Ervay Street, Y-1728  
**SOUTHWEST PRINTING COMPANY**  
917 Camp Street, Y-1784  
**TIGERT PRINTING COMPANY**  
2112 Jackson Street, Y-2597  
**WALRAVEN BROS., INC.**  
1507 Caruth Street, X-5034, Y-5034  
**WILKINSON PRINTING CO.**  
1717 Wood, Y-1622  
**PHOTO-ENGRAVERS**  
**WHITE ENGRAVING COMPANY**  
1415 Jackson Street, X-3997, Y-3997  
**ZEESE ENGRAVING COMPANY**  
105 North Market Street, X-1297  
**TRADE COMPOSITION PLANTS**  
**BALL TYPESETTING CO.**  
1715½ Wood St., Y-4802  
**CUSTER LINOTYPING CO.**  
1802½ Jackson Street, Y-1968  
**DALLAS LINOTYPING COMPANY**  
1408 Marilla Street, X-4238  
**STEREOTYPERS**  
**DALLAS STEREOTYPE COMPANY**  
1802½ Jackson Street, Y-2914

## Many New Members Secured during September

SEPTEMBER witnessed the addition of five budget subscribers and forty individual members to the Chamber of Commerce roll, making a total of 51 memberships. A most active committee assisted our Membership Department, with W. G. Cullum as chairman. Several members of the committee secured more than their allotment of new members. The committeemen were as follows: C. B., V. C. and W. F. Gillespie, S. C. and W. E. Jones, George and Graham Pierce, M. A. Langford, and A. W. J. D., W. H., John F., Charles F., Earl W. and R. M. Cullum, Jr.

### NEW BUDGET SUBSCRIBERS

**American Water Heater Co.**, L. M. Taylor, water heaters; 1905 Bryan St.  
**Cooper & Erush, Inc.**, C. S. Vartless, cotton merchants; 1315 Young St.  
**D. & B. Pump & Supply Co.**, L. F. Burgess, gen'l mgr., J. O. Clutter; oil well supplies; box 1038, Dallas, Texas.  
**Charles Denny, Inc.**, Maurice Denny, Maurice W. Wedig, asst. mgr., supplies and utensils; 2824 Williams St.  
**Monarch Roofing Co.**, H. S. Allen, mgr., roofing materials; 601 S. Harwood St.

### NEW INDIVIDUAL MEMBERS

**H. O. Abel Auto Sales Co.**, H. O. Abel, automobiles; 2507 Main St.  
**Associated Builders' Bureau**, Leo T. Dernier, building exhibits; Elm and St. Paul Sts.  
**Bayer Publishing Co.**, Mrs. R. L. Bayer, publishers; 1915½ Main St.  
**Bean, Mack**, real estate; 1608½ Main St.  
**Blackmon, Thos. B.** (Colonial Salt Co.), salt manufacturers; 1101 Western Indemnity Bldg.  
**Bomar Bros.**, (The Continental Casualty Co.), insurance agency; 311 Central State Bank Bldg.  
**Calhoun, Dr. T. J.**, physicians and surgeons; 315 Medical Arts Bldg.  
**Crowley, E. J.**, masseur, room 205, Liggett Bldg.  
**Earl W. Cullum Co.**, Earl W. Cullum, groceries—retail; 2524 Oaklawn Ave.  
**Davis Baking Powder Co.**, J. S. Ross, baking powder—wholesale; 2801 Commerce St.  
**Diamond Paint & Wall Paper Co.**, L. A. Stoll, paint and wall paper; 2006-8 N. Lamar.  
**Dodd, John H.**, manufacturer's agents; 1505 N. Haskell Ave.  
**Echols & Sexton**, S. T. Echols, automobile radiators; 2409 Main St.  
**Electric Fixture & Supply Co.**, Seth Strong, Jr., wholesale lighting equipment; 1917 Pacific Ave.  
**Fralay & Nicholson**, W. J. Fralay, contractors; 410 Insurance Bldg.  
**James Z. George Co.**, James Z. George, industrial engineers; 4302 Gaston Ave.  
**Gordon & Co.**, H. E., H. E. Gordon, accountants and auditors; 524 Wilson Bldg.  
**Harlan-Elzey-Randa'l Co., Inc.**, Lee Elzey, produce and fruits; 2013 Cadiz St.  
**Ideal Surgical Appliance Co.**, Dr. I. E. Johnson, surgical instruments; 840 Wilson Bldg.  
**Jester, Leven**, real estate; 1617 Kirby Bldg.  
**Kallech & Kallech**, A. L. Kallech, loans and investments, real estate; 217 Merc. Bank Bldg.  
**Kingsley, E. A.**, city engineer; City Hall.  
**Klein, C. W.**, real estate; 206 Simpson-Whitman Bldg.  
**Magnolia Brick & Tile Co.**, Sam McMurran, brick and tile; 303 Melba Bldg.  
**Mallory Steamship Co.**, W. Q. Hodgeson, steamship transportation; 1217 Kirby Bldg.  
**Market Produce Co.**, Roy C. James, produce and fruits; 2724 26 Canton St.  
**Matthews, Homer M.**, engineer; 1112 Kirby Bldg.  
**Miller, R. E.**, pipes (sewer); Jefferson Hotel.  
**O'Brien, Frank C.**, attorney; 629 Wilson Bldg.  
**Patridge & Co.**, O. B. Silzer, contractors; 411 Insurance Bldg.  
**Russell, J. H.**, real estate; 807 Insurance Bldg.  
**Sinclair, Lloyd W.**, business promotion; 236 Liggett Bldg.  
**Geo. W. Smith Co.**, R. M. Gallaher, construction equipment; 378 Central Bank Bldg.  
**Steer-Ey Snubber Co.**, A. L. Lewis, Jr., automobile accessories; 1222 Merc. Bank Bldg.

Troth & Co., S. H., Mr. S. H. Troth, real estate and insurance; 413 Central State Bank Bldg.

U. S. Baking Co., Geo. E. Moore, bakeries; 201 S. Haskell Ave.

Viator, F. J., (Pure Silk Hosiery Mills, Inc.), 316 Medical Arts Bldg.

Williams & Prehn, M. E. Williams, foreign exchange; 301 Thomas Bldg.

Winnslett, Joe B., contractors; 1001 Main St.

Wright, Mr. Edward, insurance company; 1302 Am. Exch. Bank Bldg.

## Saville to Speak at N. A. C. O. S. Convention

Charles Saville, general manager of the Dallas Chamber of Commerce, has been asked to present one of the major papers at the annual convention of the National Association of Commercial Organization Secretaries, to be held in Washington Oct. 20-22 in the new home of the United States Chamber of Commerce.

## New Concern Doing Large Mexican Business

The Dunkerley Mexican Exchange, which recently opened an office at 1701 McKinney Avenue, is now doing a large Mexican business. This concern has more than five hundred direct banking connections in Mexico and is equipped to give prompt and efficient collection service to American firms. In addition, this firm buys and sells Mexican money and issues drafts and travelers' checks payable in all parts of Mexico.

Floyd W. Dunkerley, president, was for many years manager of the Tampico Banking Company and has wide banking experience in Mexico.

## September Shows Gain in Exports to Mexico

S. Barrera-Guerra, Mexican Consul at Dallas, has just compiled some interesting data showing the growing importance of Dallas as an export center. Considering that this is a presidential year in both Mexico and the United States, the exports from Dallas during September are very satisfactory and Mr. Barrera-Guerra looks for a large increase during the latter part of this year. Exports by commodities for the month of September from the Dallas District to Mexico follow:

Flour .....	\$ 80,675.00
Wheat .....	24,439.00
Lard .....	45,860.00
Eggs .....	25,250.00
Soap .....	15,131.00
Farming Implements .....	45,538.00
Electrical Material .....	18,998.00
Miscellaneous .....	75,000.00

Total .....\$330,891.00

To this total must be added all shipments by Parcel Post which are not required to be reported to the Mexican Consulate. No figures are available as to the amount exported in this manner.



### THE ALL NEW FAIR

#### New Agricultural Building

Texas' Agricultural Wealth in Profuse Display

#### New Main Exhibit Building

Replica of a Spanish Village—magnificent setting for countless commercial exhibits—a revelation in architectural beauty

#### MANUFACTURERS' "ACTION" DISPLAYS

What Texas Manufacturers Are Doing, Graphically Told in the Great Manufacturers' and Automobile Building—Comprehensive Exhibits of Every Character, all "in action."

#### 13—DAYS RUNNING RACES—13

Southwest's Premier Live Stock Show—Comprehensive Implement Demonstrations—Dairy Show Poultry Show—Dog Show

#### 6—BIG FOOTBALL GAMES—6

#### "TOKYO"

The Gorgeous Fireworks Spectacle, Nightly

#### "PASSING PARADE OF 1924"

Musical Comedy Supreme—Company of 75; Ten Principals; Gorgeous Costumes; Magnificent Scenery and Lighting Effects; Six Big Specialty Numbers by Famous Artists

#### 20—GREAT HIPPODROME ACTS—20

Before the Grandstand Twice Daily

#### ALL-COLLEGE CIRCUS AND CORONATION

Athletic Stadium, Night of Saturday, Oct. 18

#### "HOUDINI"

One Day Only, Sunday, Oct. 12

**VERY LOW ROUND-TRIP RAILROAD RATES**



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## The Whole Truth

Nothing is so false as *half the truth*. The advantage of the Detailed Audit is that it is *the whole truth*—nothing but the truth and the truth in such fullness that only one conclusion regarding the condition of your business is possible—and that conclusion—*the exact truth*.

The trouble with the ordinary audit is that it is only half the truth. True as far as it goes, but too often confining itself to surface figures and stopping without disclosing the real facts underlying the figures—facts essential to the whole truth.

So often does the Detailed Audit disclose, where least expected, facts absolutely essential to a true revelation of business conditions that we advise it—unreservedly.

In his knowledge that he has the *whole truth* of his business conditions before him, the executive finds confident power and freedom of action.

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AUDITS — SYSTEMS

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ROCHESTER	TOLEDO	KALAMAZOO	DAVENPORT	NEW ORLEANS
BOSTON	COLUMBUS	PITTSBURGH	INDIANAPOLIS	DALLAS
PROVIDENCE	YOUNGSTOWN	WHEELING	ST. LOUIS	HOUSTON
PHILADELPHIA	AKRON	ERIE	KANSAS CITY	FORT WORTH
BALTIMORE	CANTON	CHICAGO	OMAHA	SAN ANTONIO
RICHMOND	DAYTON	MILWAUKEE	DENVER	WACO
	LOUISVILLE	MEMPHIS	SAN FRANCISCO	

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### NO ENEMY ALIENS

"Who was the first man, Bobby?" asked the teacher.

"George Washington," answered the young American promptly.

"Why, no, Bobby. You ought to know better than that. It was Adam."

"Oh, well," said Bobby, determined to prove himself right, "I wasn't counting foreigners."

—Fifth Corps News.

Sunday School Teacher — Jimmy, do you know where little boys go who don't put their pennies in the collection plate?

Jimmy—Yes'm, to the movies.

—Selected.

### BRICKLAYER DE LUXE WANTED

A bricklayer friend of ours recently told us this one on his own fraternity:

Bricklayer to Foreman—Looks like a good, long job, but I can't take it with no place near to park my car.

Foreman—It's all right, anyway. This is a high-class job and we don't want you unless you have a chauffeur.

"Gif me two pounds of that salmon."

"That isn't salmon. That's ham."

"Who asked you vot it vas?"

—Jack o' Lantern.

### A HOT SHOT

The secretary of the bar association was very busy and very cross one afternoon, when his telephone rang.

"Well, what is it?" he snapped.

"Is this the City Gas Works?" asked a woman's soft voice.

"No, madam," roared the secretary. "This is the Bar Association of the City of Louisville."

"Ah," came from the lady's end in the sweetest of tones, "I didn't miss it so far, after all, did I?"

—Exchange.

### KNOW ALL ABOUT IT

"Have you heard anything about a machine for telling when a man is lying?"

"Sure."

"Ever seen one?"

"Seen one? Why, I married one!"

—Kansas City Star.

### AN UNBELIEVER

Two little children coming out of Sunday school where evidently reference had been made to his Satanic Majesty, were discussing in their childish way the lesson. "Do you believe there is a devil?" asked one. "Naw," said the other; "it's just like Santa Claus; it's your father."

—The Packing House News.

### A NATURAL CONSEQUENCE

"Why is it that a red-headed woman always marries a very meek man?"

"She doesn't. He just gets that way."

—Selected.



### New Distributing Office

The Electric Refrigerating and Appliance Company, of 1301 Young St., has recently opened up a distributing office, representing the Climax Engineering Company of Clinton, Iowa, handling refrigerating machinery. Mr. W. G. Moore is manager. The Climax Engineering Company recently has made another Dallas connection in the W. A. Browning Machinery Company, 3025 Elm Street, the latter firm handling gas engines and parts.

### A Tip To Shoe Retailers

Local shoe store men will be interested in the following "tips" from the current issue of the Nation's Business, the official magazine of the United States Chamber of Commerce:

"A corporation operating chain shoe stores recently made an investigation of their business to learn where they were wasting time and effort and how to sell more shoes without increasing the number of clerks. They made astonishing discoveries. One of these was that a definite cause of delay in selling shoes is the common practice of trying on only one shoe instead of two. In other words, a sale is more quickly made if the clerk has the customer try on both right and left shoes. The explanation is that with a new shoe on one foot and an old, more comfortable shoe on the other foot, the customer is slow in making up his mind. He says to himself: 'I don't know about this. Oh! if only the new one felt as good as the old one!' Then he tries on two or three other designs, hesitating each time, because of the contrast between the feel of the old and the new, before he finally buys. If he has new shoes on both feet, he has no chance to make such a comparison, and is perhaps pleased with the first pair he tries on.

"The reason for not trying on both shoes had been that clerks thought it would take too much time. Experiments showed that with a little practice the clerk could take off, put on and tie two low shoes in as little as 15 seconds. Even with high shoes he could take off the old pair, put on new ones and lace them up in 36 seconds.

"Another discovery was that much confusion results from identifying shoes in the show window by number. Many customers, after picking out a shoe in the window, are unable to remember the number correctly while walking back into the store. Part of this difficulty is due to the fact that the number and prices are often in similar sized type. Experiments proved that if the shoes in the window were identified by a name instead of by number, the customer was far less likely to forget which style he desired. Names are naturally more easily remembered than mere numbers."

Sam M. Yunt, of the Yunt Art Galleries, Oklahoma City, has been chosen as the director of the public art gallery that will be one of the features in the new Highland Park Municipal Hall.

## The RED BALL STAGE LINES

"Originators of Bus Transportation in  
the Heart of the Great Southwest"



WITH routes radiating from Dallas in every direction giving safe, rapid and economical transportation 24 hours a day the RED BALL BUS LINES are the logical means of travel.

#### INTERURBAN BUS LINES 700-702 Commerce St. X-2055 DALLAS to DENTON, GARZA, GAINESVILLE

Dallas to Denton (Fare \$1.00), Gainesville (Fare \$2.50), and intermediate points with connections to McKinney, Pilot Point, Frisco and Fort Worth.  
Dallas to Farmersville (Fare \$1.50) and intermediate points with connections to McKinney and Greenville.  
Dallas to Sherman (Fare \$2.25) and intermediate points with connections to Whitesboro, Bonham and Greenville.

#### V. J. SHRADER BUS LINES 105 So. X-2085 Market St. X-1657

DALLAS to  
CLEBURNE-ATHENS  
Dallas to Cleburne (Fare \$1.60) and intermediate points with connections to Waxahachie, Mansfield, Britton, Hillsboro and Waco.  
Dallas to Athens (\$2.50) and intermediate points with connections to Palestine, Tyler, Corsicana and Jacksonville.

#### H. E. ENGLISH BUS LINES 614 Commerce St. X-5605

##### DALLAS TO GREENVILLE

Dallas to Greenville (Fare \$2.00) and intermediate points with connections to Paris, Sulphur Springs, Terrell, McKinney, Denison, Wolfe City, Bonham, Mincola.

#### FORT WORTH LINES 614 Commerce St. X-5605 X-6917

Dallas to Fort Worth (Fare 75c) and intermediate points with connections to Waco, Waxahachie, Breckenridge, Wichita Falls, Denton, Brownwood and Mineral Wells. Cars leave every 15 minutes.



Farm Loans

Prompt Service

**5½%**MONEY TO LOAN ON CENTRALLY  
LOCATED DALLAS BUSINESS PROPERTY*The***Deming Investment Co.**

1009 KIRBY BUILDING

PHONE X-3992

**Your loans, we want them!**  
Average Interest Cost For Period of Loan Less than 6%TO BUY OR  
BUILD A  
HOME OR  
REPAY A  
MORTGAGE**CONTINENTAL SAVINGS & BUILDING ASSN.**

1103 Main Street - Opposite Linz Bldg. X2313.

Operating the Finest Exclusive Repair Department in the South  
**DALLAS TRUNK FACTORY**

Traveling Equipment

Adjustments

P. O. BOX 582

Repairs

1517 JACKSON ST., Corner Lane

Phone X 1714

**ITA****"MADE IN DALLAS"**

Sick and Accident Insurance

Our \$50.00 Weekly Benefit: \$5,000-\$10,000 Accidental  
Death Policy is a prime favorite with Merchants, Manu-  
facturers, Traveling Men, Railroad Officials, Bankers, Law-  
yers, Doctors. Over \$1,175,000 paid in benefits to date.

International Travelers Association, Dallas, Texas

PRICE CROSS, Pres. BEN HAUGHTON, Sec'y-Treas.

**S. KOENIGSBERG, Inc.**

TAILORS AND IMPORTERS

Announce the arrival of our Fall Woolens

1306½ Main Street

**AMERICAN ELEVATORS**SOLD BY J. PEYTON HUNTER 617 WILSON BLDG.  
DALLAS

BUILT BY AMERICAN ELEVATOR &amp; MACHINE CO., LOUISVILLE, KY.

**Agricultural Displays by  
Forty Counties****More Than That Number Have Se-  
cured Space in Great New Build-  
ing—Exhibits to be Complete.**What Texas can do in an agricul-  
tural way is to be demonstrated to  
hundreds of thousands of visitors at  
the State Fair of Texas, Dallas, Oct.  
11-26, this year, in more complete and  
comprehensive manner than ever be-  
fore.More than forty counties have been  
assigned exhibit space in the new  
Agricultural Building—the former  
Coliseum, right at the entrance of the  
Fair Grounds.Thursday, Oct. 16, has been named  
as "West Texas Chamber of Com-  
merce Day" at the State Fair, and  
Porter A. Whaley, manager of the  
chamber, advises that the annual ban-  
quet to West Texas agricultural ex-  
hibitors will be held in Dallas that  
night. It is entirely likely, also, that  
a meeting of the board of directors  
will be held on the Fair Grounds dur-  
ing the afternoon.Exhibit booths in the Agricultural  
Building are all complete. Uniform in  
size, they are 14 feet in width, 10  
feet deep and nine feet from exhibit  
floor to ceiling. The floors are 18  
inches at the front and about three  
feet high at the back, the upward in-  
cline giving maximum display advan-  
tage. All are painted in a pleasing  
combination of green and ivory.**List of Counties**Counties already assigned space in-  
clude: Floyd, Garza, Hale, Lynn,  
Mitchell, Wilbarger, Howard, Deaf  
Smith, Baylor, Haskell, Potter, Terry,  
Colorado, Oldham, Randall, Dallam,  
San Saba, Wichita, Crosby, Brewster,  
Midland, Gray, Lamb, Eastland, Lub-  
bock, Throckmorton, Cottle, Gillespie,  
Dawson, Atascosa, Zavalla, Dimmitt,  
Matagorda, Collin, Ellis, Hill, Harri-  
son and Smith. The San Antonio,  
Uvalde and Gulf Railroad will have a  
collective exhibit, showing products  
of counties traversed by its lines.In addition to the county exhibits  
there will be a notable list of educa-  
tional displays by A. & M. College  
and other institutions. The county  
exhibits will be grouped according to  
location of the counties.Winners last year in the order  
named were: Hale, Floyd, Ellis, Dal-  
lam, Lubbock, Potter, Crosby, Garza,  
Gillespie, Dickens, Dawson, Brown,  
Hill, Hemphill, Childress, Wilbarger,  
Collin, Lamb and Swisher.

—O—

*"A mule is a good deal like a man;  
when he is pulling, he can't kick."***M. M. MAYFIELD**  
LUMBER

ELM STREET AND T. &amp; P. RY. PHONES: H-2171, H-2172, H-2173

## Where Texas Ranks First

Texas stands first of all the States of the Union in the following items, according to a recent bulletin issued by the Texas Department of Agriculture:

Land and water area.....265,896 sq. mi.  
Land area 262,398 square miles or .....167,934,720 acres  
Total crop acreage .... 27,923,000 acres  
Total crop values .....\$1,064,775,000  
Cotton, 4,209,941 bales, value .....\$652,080,000  
Grain Sorghums, 41,602,000 bushels, value .....\$43,682,000  
Watermelons, 9,195,000, value .....\$2,161,000  
Permanent school fund ...\$68,194,861  
Pecans, 9,057,375 pounds, cars 301, value .....\$1,358,606  
Railroad mileage in 1922...16,001 mi.  
Wool production, 1923...19,700,000 lbs.  
Mohair production, 1923. 7,100,000 lbs.  
Second in rice production, 1923 .....5,921,478 bu.

Texas ranks third:  
Oil production, 1923...124,924,863 bbls.  
Onions, 1,636,000 bu., value..\$3,108,000

Texas Statistics Compiled From the  
Report of the U. S. Department  
of Commerce

Total wealth of the State in 1922, \$9,850,896,000, an increase in ten years of \$3,552,650,000, equal to 56.4 per cent.

The value of taxed real property and improvements .....\$5,564,437,000  
Exempt real property.... 398,169,000  
Farm implements and machinery ..... 105,892,000  
Manufacturing machinery, tools and implements.. 208,339,000  
Railroad and equipm'ts.. 640,968,000  
Motor vehicles ..... 189,731,000

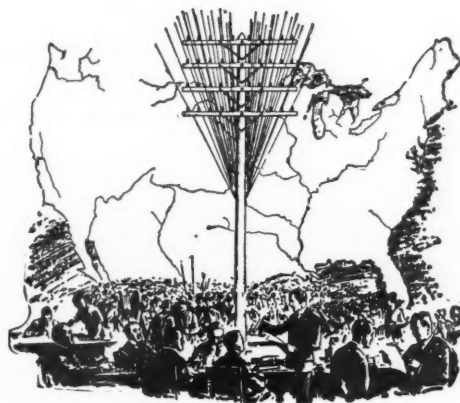
## Straws Showing How the Wind of Prosperity Is Blowing

An increase of 9.8% in the postal receipts for September, 1924, as compared with the same month last year, is reported by Postmaster John W. Philp. With the exception of August, postal receipts for Dallas each month this year have shown an increase over last year.

Still another index of the increasing growth and prosperity of Dallas is that Dallas bank debits for the first nine months of the year totaled \$1,469,229,000, as compared with \$1,363,374,000 for the same period in 1923.

Bank clearings for the first nine months of this year totaled \$1,492,025,675, as compared with \$1,186,755,195 for the first nine months of 1923. The reason that bank clearings showed an even greater gain than bank debits is that since last year several banks have been added to the roll of the Dallas Clearing House Association.

C. D. Hill & Co., Dallas, and H. O. Blanding, Corsicana, are associated architects for the 8-story, \$300,000 building to be erected at Corsicana by the State National Bank.



## Engineering for Service

WITH the twang of a clock-spring, carried over a short stretch of wire one June day in 1875, came a discovery that was to be of incalculable value to mankind. On that day the telephone was born, and a new vocation came into being, the profession of telephone engineering.

Today, 49 years later, a host of men, successors of Bell and his single assistant, are applying their trained abilities to the complex problems of meeting the nation's demand for telephone service. They explore the unknown and adapt the known in Science. They bring the thoroughness of specialists to the tasks of construction, operation, management. Their common objective is an improved service whereby man may substitute his voice for his physical presence in distant places.

Engineered and not haphazard effort has brought the triumphs that mark advances in the convenience of the telephone. Because of this effort there is a communion of communities without which America, as we know it, could not exist.

## SOUTHWESTERN BELL TELEPHONE COMPANY

THE BELL SYSTEM IN TEXAS



UNITED FOR THE NATION'S NEED



## KEEPING DALLAS MONEY IN DALLAS

Is not a mere matter of sentiment, but sound business judgment.

No sane business man will deny that where quality and cost are equal to buy at home means dollars in his own pocket.

What can be said of the man who buys from foreign concerns, pays a higher price, and secures a commodity or service never superior and often inferior to what he can purchase at home?

Investigation will convince any business man that the two Dallas companies listed below furnish Compensation, Liability and Automobile Insurance of a quality that is unsurpassed at a cost that is not equalled.

This is a strong statement, but one that has been proven by ten years of performance. It will cost you nothing to prove it to your own entire satisfaction.



**Texas Employers Insurance Association**

**Employers Casualty Company**

Home Office  
Interurban Building, Dallas



Don L. Sterling has been elected president and Dr. M. C. Andrews secretary of the Civitan Club. Co-operating with the Chamber of Commerce, Group A, under the chairmanship of W. F. Britton, will constitute itself a reception committee to meet new citizens entering the local business field.

\*\*\*

John W. Philp, Dallas postmaster, was elected one of the vice-presidents of the National Association of Postmasters at the annual convention at Indianapolis.

\*\*\*

That Texans should adopt the European method of planting trees alongside its highways as they are permanently improved, is the suggestion advanced by Herbert Marcus, who has just returned from Europe. Mr. Marcus said that in France contract is let for the planting of trees at the same time the road is built and the contractor is required to maintain the trees for two years.

\*\*\*

C. R. Shafer has become associated with the sales force of the Texas Land & Development Company.

\*\*\*

Property valued at more than \$12,000,000 has been appraised during the last eighteen months by the business property appraisal committee of the Dallas Real Estate Board, according to Roy E. Smith, chairman of the committee.

\*\*\*

The Texas & Pacific Railroad, with headquarters at Dallas, has ordered 1,000 steel frame automobile cars, in anticipation of the completion of the new \$1,200,000 Ford assembling plant here, which is located on its lines.

\*\*\*

The Southwestern Furniture Dealer, a trade journal exclusively for the 3,200 furniture dealers of the Southwest, will be issued by Herbert Carpenter, publisher of the Southwestern Retailer. Mr. Carpenter has leased the fifth floor of the first unit of the Santa Fe Building. This will be used in part as offices for his publications and the remainder cut up into 100 office spaces for Dallas and foreign manufacturers wanting headquarters there.

\*\*\*

Lieut. Col. Edwy White was formally installed as commander of the Southwestern division of the Salvation Army with headquarters at Dallas, last month. Lieut. Col. White, with Mrs. White, who also is a Lieutenant Colonel, were transferred here from Milwaukee. He succeeds Lieut. Col. George Wood. At the formal installation he was welcomed to Dallas by Mayor Louis Blaylock and by Z. E. Black, representing President T. M. Cullum of the Chamber of Commerce.

Dallas is now the largest city in the world with exclusively machine-switching telephone, following the conversion last month of the Avondale exchange from manual to automatic. A total of 51,000 subscribers are listed in the new telephone directory.

\*\*\*

The county tax rate for 1924 has been formally set at 86c on the \$100 valuation, or 8c less than last year. The State tax rate is 75c and the City is \$2.43, making a total of \$4.04 for a resident of Dallas to pay. However, the State and County rates are on a basis of less than one-third of actual valuation and the City rate is from one-third to less than one-half of actual valuation.

\*\*\*

Major M. J. McCombs, Assistant City Engineer, has been elected president of the Dallas Chapter of the Reserve Officers' Association, succeeding Lieut. Col. Thomas J. Moroney.

\*\*\*

Bronislaw Mirsky has been selected as the new musical director of the Palace Theater.

\*\*\*

Jed Morrow and Gid Howell have become partners in the editing, management and ownership of the Motion Picture Journal.

\*\*\*

Cyrus Barcus of Austin has been appointed director of the Mustang Band of Southern Methodist University.

\*\*\*

S. W. White, formerly with the advertising department of the Dallas News, has been appointed sales manager of the real estate department of the Dallas Trust & Savings Bank.

\*\*\*

The White Face tract of nearly 14,000 acres in Hockley County, a part of the Slaughter estate holdings, and owned by Mrs. Ira P. DeLoache of Dallas, will be subdivided into tracts of 177 acres and placed on the market.

\*\*\*

The law firms of Leake & Henry and Wozencraft & Frank have been consolidated under the name of Leake, Henry, Wozencraft & Frank.

\*\*\*

Ike Sablosky has disposed of his controlling stock in the Dallas Athletic Association, operators of the local franchise in the Texas League, to W. E. Attaway, T. C. Lupton and C. B. Maxwell.

\*\*\*

The formal opening of the new Adolphus Hotel Barber Shop was held last month. It has 18 chairs, 6 manicure tables, is equipped with an iced air plant and is said to be one of the largest and finest tonsorial establishments in the country. W. V. Proctor is manager.

## CLASSIFIED ADVERTISING SECTION

## ACCOUNTANTS

**CROCKETT,  
COUCHMAN  
& CRAWFORD**Members American Institute of  
Accountants  
Certified Public AccountantsNEW YORK  
ST. LOUIS KANSAS CITY OKLAHOMA CITY  
TULSA DALLAS**Schoolar, Bird & Company**C. H. Schoolar, C. P. A., President  
George H. Bird, Secretary & TreasurerEstablished in the Southwest  
Seventeen YearsAUDITS :: SYSTEMS  
FEDERAL TAX SPECIALISTSWestern Indemnity Building  
Dallas, Texas

## ADVERTISING

**C. F. TRYON**Advertising Counsel and Service  
518 Slaughter Bldg. Phone X-5071**DIRECT BY MAIL  
ADVERTISING**Printing, Multigraphing, Filling-in,  
Addressing, Mailing, Mimeographing.**RILEY LETTER SHOP**  
516 Mercantile Bank Bldg.  
Y-5763

## ARMATURE WORKS

**Couch Armature Works**  
Electric Motor SpecialistsRewind, Rebuild and Repair  
Power Motors and Generators  
Griffin & Camp. Phone X 4775

## ATTORNEYS

J. L. BURGESS L. E. BURGESS  
S. P. SADLER M. N. CHRESTMAN  
O. D. BRUNDIDGE O. A. FOUNTAIN  
H. A. BATEMAN L. E. ELLIOTT**BURGESS, BURGESS,  
SADLER, CHRESTMAN  
& BRUNDIDGE**Attorneys  
1107-1111 Southwestern Life Bldg.  
General Civil PracticeSpecialties—  
Corporation, Insurance, Machinery and  
Real Estate Practice.

## BLUE PRINTS

**SOUTHWESTERN  
BLUE PRINT CO.**  
1709 MAIN ST. PHONE Y-1063  
DALLAS, TEXAS.

## BANKS

**A Complete Banking  
and Trust Service**THE REPUBLIC  
NATIONAL BANK  
REPUBLIC TRUST &  
SAVINGS BANK

## BATTERIES

**PHILCO**  
SLOTTED-RETAINER  
BATTERIESPhone  
X8386Philco Battery Sales-Service Co.  
1301 Pacific Ave.

## BOOKBINDERS

Office Phone  
Y-5561Res. Phone  
H-4613**HENRY NUSS**  
**BOOK BINDER**  
and  
**PAPER RULER**

Loose Leaf and Binders

1517½ Main, 3rd floor, Dallas

## BUILDERS

**McCRIGHT CONSTRUCTION  
COMPANY**  
Incorporated

General Contracting

402 Andrews Bldg. X 3583  
Dallas, Texas

## COMMERCIAL PHOTOGRAPHERS

**RAYMOND STUDIO**  
Commercial Photography2108 McKinney Ave. Phone Y 5171  
We photograph anything anytime  
HARRY BENNETT, Prop.**FRANK ROGERS**Photographs for All Purposes  
New Location Better Able to Serve  
1304 Elm Phones X4619; X6321

## CONTRACTORS

**W. E. CALLAHAN CON-  
STRUCTION CO.**W. E. Callahan, E. S. Heyser,  
President Vice-President  
H. L. Johnson, Sec'y-Treas.  
General Office, 707-9 Kirby Bldg.  
Dallas, Texas  
Drainage, Irrigation, Railroad, Levee

## Do You Want to Reach More Than 4500 Business Men

These columns will keep your name constantly before them at a low cost.

This space costs \$2.70 per inch on a 12 month contract. Call the Chamber of Commerce, X-5425, and ask for the Advertising Department.

## CLASSIFIED ADVERTISING SECTION

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(Con't.)**SMITH BROS., INC.**  
General Contractors1502 American Exchange  
Bank Bldg.  
DALLAS, TEXAS**Hill, Wilson & Watson**  
GENERAL CONTRACTORS610 North Texas Bldg. X 1931  
Highways, Pavement, Excavation

## EMPLOYERS

Mr. Employer: Call us when in need of a  
Stenographer or Bookkeeper. Thanks. Phone  
Y-2640; Commerce and Prather Streets.

## ENGINEERS

**MYERS & NOYES**  
CONSULTING CIVIL ENGINEERS  
1107 Mercantile Bank Bldg.  
DALLAS, TEXAS  
Surveys, Investigations and Reports

## ENGRAVERS

QUENTIN D. CORLEY FRANK J. MAHONEY  
**WHITE ENGRAVING CO.**  
DALLAS, TEXAS

## FIXTURES

**THE STANDARD FIXTURE  
COMPANY**  
2308 S. Ervay Street  
WINDOW DISPLAY  
FIXTURES  
Made in Dallas  
Large stock for immediate delivery  
Beautiful designs for selection

## HOUSE MOVING

Office Yard-Residence Phone H-5706  
**C. Hansen & Son**  
Practical  
Housemovers, Raisers & Shorers, Brick  
or Frame Buildings Raised, Moved or  
Straightened

## FURNITURE REPAIRING

**BOHME'S**Furniture Refinishing  
And Upholstering Shop

O. P. BOHME, Prop.

Phone H-7029 3121 Ross

**Refinishing** DeVilbiss Air Brush  
System  
Assuring High Class Factory Finish**Upholstering** Competent . . .  
Workmanship  
Wonderful New Lines of Tapestry  
and Velours—Representing FOUR Dif-  
ferent Mills.**Cabinet** Work and Repair Depart-  
ment  
In Charge of Skilled Mechanic  
REFERENCE—Hart Furniture Com-  
pany, Howell Furniture Company and  
any of our Loyal Customers.

## INSURANCE

**Hanway & Williams**INSURANCE IN ALL ITS BRANCHES  
203 Central Bank Bldg.  
Telephone X-3822  
Members of Dallas Chamber of Commerce**Kirkpatrick-Thompson Co.**  
Paul R. W. (Bob)Insurance of All Kinds  
Surety Bonds  
Standard Stock Companies OnlyPhone Us X-7184  
604-10 Praetorian Bldg.**MAXSON & BELT**General Agents  
Norwich Union Indemnity Co.  
INSURANCE ALL KINDS  
Y-1113; Y-1114 711 Kirby Bldg

## LUMBER

**Materials  
Clem Lumber Co.  
Building**  
Y6348

## MULTIGRAPHING

**DALLAS MAILING CO.**Over 1916-18 Main St.  
X-4826  
Dallas, Texas

"12 Years of Better Letters"

## OFFICE SUPPLIES

Adding Machine Rolls—"Premium"  
\$1.00 a dozen  
\$7.22 a 100 rolls  
Steno. Note Books, a gross, \$7.22  
for either pen or ink**MARTIN STATIONERY CO.**  
110-112 S. Poydras St.

## OPTICIANS

**KRYPTOK  
GLASSES**  
**HEITMAN OPTICAL CO.**  
OPTOMETRISTS  
1602 MAIN ST. DALLAS

## PRINTERS

**STEVENSON  
PRINTING COMPANY**  
PHONE **Y4436** PRINTING **MAIN ST**  
ENGRAVING **1811 1/2**  
EMBOSSING

## REAL ESTATE

W. C. Connally Jas. P. Thomas  
We specialize in high class  
Homes, Business, Industrial  
and Trackage Properties  
**CONNALLY & THOMAS**  
Realtors  
Suite 305, S. W. Life Bldg.**LAWRENCE MILLER****REALTOR**  
Business and Industrial  
Properties  
818 Kirby Bldg. X-7675



## Keeping Up with Busy Dallas

A Dallas band, the "Red Hussars," W. T. Cox, director, played at the Southeastern Fair, Atlanta, Ga., Oct. 4-11. Mr. Cox believes this is the longest trip of this character a Dallas band has made.

\*\*\*

Miss Gaynell Hoskins, research secretary of the Dallas Civic Federation, has been awarded a fellowship in the New York School of Social Work and has gone to attend the nine months' course of the school.

\*\*\*

J. B. Adoue, Jr., was elected president of the National Bank of Commerce, succeeding his father, the late J. B. Adoue.

\*\*\*

A tourists' information bureau has been installed in its lobby by the Adolphus Hotel, with Mrs. M. E. Tate, formerly of San Antonio, in charge. Primarily it will furnish information concerning the highways of Texas, Oklahoma, Louisiana and Arkansas to the ever-increasing stream of automobile tourists. Mrs. Tate has had several years of experience in this field of work.

\*\*\*

Victory-Wilson, Inc., of Dallas, have opened a new clothing store at Memphis, Tenn., this being the fifth in their chain. Other stores are maintained at Fort Worth, San Antonio and Houston. T. W. Fairchild, formerly of Dallas, is manager of the Memphis store.

—0—

### New T. & P. Sleeping Car Service

Starting October 5th, a through standard sleeping car will be operated daily between Dallas and San Angelo via the Texas and Pacific Railway, according to announcement of George D. Hunter, General Passenger Agent of the Texas and Pacific Railway.

The through sleeper will leave Dallas at 9:00 p. m. and arrive in San Angelo 9:30 next morning. Returning, the through sleeper will leave San Angelo 6:00 p. m. and arrive Dallas next morning. The sleeper will be handled via Sweetwater and K. C. M. & O.

This gives Dallas through sleeping car service to and from San Angelo, which sleeper will make direct connections at San Angelo with K. C. M. & O. trains serving the Big Lake and Texan Oil Fields, also Fort Stockton.

### THE DALLAS MORNING NEWS

The oldest newspaper in Dallas and the leading paper in Texas. To those not familiar with Dallas, it will convey, as a mirror, a true reflection of the city.

A sample copy will be sent free to anyone on receipt of request.

## CLASSIFIED ADVERTISING SECTION

### RUBBER STAMPS

**FRED L. LAKE & CO., Inc.**  
**RUBBER STAMPS**



**STENCILS--SEALS**  
**1015 Elm St., Dallas**

### SHEET METAL



*Specify* **ATLAS**  
**Metal Goods**

Quality, price and service always right. Garages, Metal Buildings, Corrugated Roofing, Trash Cans, Incinerators, Culverts, Tanks, Rock and Brick Facing and special built metal work.

**Atlas Metal Works-Dallas**

### ELECTRIC SIGNS

**TEXTLITE**  
**ELECTRIC SIGNS**

**"Made in Dallas"**

**None better made any other place.**

**A. G. (Bert) Chaney, Pres.**  
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